

ELECTRICAL
MERCHANDISING
WEEK

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BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION

New Markets For FM Stereo

Prospects "excellent," say leaders—Here's why

p2

New Name In Electrics

On the horizon, an industrial giant looms as a hot competitor for the old hands in this fast-moving field. Here's an inside report on plans that mean more product lines ahead

p8

New Selling Pitch For Shavers

Everyone carrying electric razors stands to gain from this recent study. You'll want all your salesmen filled in on what the Boston doctors had to say

p6

THIS WEEK'S NEWS IN BRIEF

The growth item of the future is color TV, said RCA last week, and showed the company's **Sets of the 70s** (p2) to prove it. But **FM-stereo** (p2) is ready to go right now, according to G-E and Zenith, which say the confusion and squabbles won't cause any delay in the new field.

Zenith's Truesdell told the same thing to the **NAB convention** (p2) in Washington last week, assuring them that the industry was solidly behind the FM broadcasters.

At the same time in the Capital the **Douglas bill** (p4) got some rough handling. Prediction: Not much chance of it passing this year.

Magnavox is taking a chance this year with its new service policy, called the **"Gold Seal" warranty** (p2).

Regina thinks that there's gold in **floor polishers** (p8) which are swinging toward a record year.

And just for the record, there's a full page of pictures of the **N. Y. World Trade Fair** (p39).

STRAIGHT FROM WASHINGTON

YOUR STAKE IN THE NEW MINIMUM WAGE LAW IS MAJOR. Labor Secretary Arthur J. Goldberg estimates that some 15,000 retail stores will be covered under the new rules. Included will be those grossing at least \$1 million a year, with a minimum of \$250,000 in sales of interstate goods.

Here's how the new law will work: Employees now covered will get a minimum of \$1.15 an hour on the effective date, Sept. 5, and \$1.25 an hour two years later. For 3.6 million newly covered workers the minimum goes to \$1 an hour Sept. 5, \$1.15 in 1964 and \$1.25 the following year.

The full impact of the law will be felt in 1965 in newly covered industries—retail and service trades, service stations, transit systems, telephone exchanges and the like. At that time they will come under the 40-hour week, with overtime pay beyond that. This will come gradually with a 44-hour week in 1963, a 42-hour week the following year and 40 hours in 1965. It is estimated that the overtime provision will cost retailers more than the new minimum wage.

The American Retail Federation contends that the new law will mean fewer jobs—that employers will cut their payrolls to meet the added costs. This was proved to be at least partly true in 1956, the last time the minimum wage was increased. At that time, southern manufacturing employment—most seriously affected—dropped 3%.

CITY OR STATE RIGHTS TO TAX INTERSTATE BUSINESS are at stake in a case before the Supreme Court. It specifically involves the right of Mobile, Ala., to levy a tax on natural gas flowing into the city and sold there to industrial customers. But the decision will affect all interstate shipments.

Direct state or municipal taxes on interstate commerce are forbidden by the Constitution. But previous court decisions have held that once a commodity moves out of the flow of interstate commerce it can be taxed by a city or state. Arguments on the Mobile case will not be heard by the Supreme Court until next fall.

AN INTERNATIONAL AGREEMENT ON TEXTILES, both production and export, is being sought by the Kennedy administration. The pact would be an aftermath of the President's recent decision not to impose a quota system on textile imports into this country.

The administration has decided to seek cooperation from major textile producing and consuming countries to control the flow of goods. Talks are expected to begin within the next week or so. The U.S. sees the plan as an experiment which, if it works, could pave the way for similar agreements on other light-manufacture goods such as electronics.

This Pledge Lifts

An apprehensive group of FM station owners converged on Washington, D. C., for the annual National Assn. of Broadcasters convention last week wondering how quickly the radio receiver manufacturers would back up their stereo broadcasting efforts after June 1 with (1) product and (2) advertising dollars.

Faced with a real chicken-and-egg situation, the manufacturers talked turkey.

"Our whole industry is behind you," Leonard C. Truesdell, president of Zenith Sales Corp., assured the station operators. "We are in a competitive situation and you're going to see a lot of effort right away to get a share of this new market."

Truesdell gave the broadcasters some advice, too:

"You won't help the retailer if you go on the air from 8 to 9 p.m. with stereo. You've got to make stereo available for demonstrations. Remember, color television was held back for a long time because there was nothing to demonstrate."

Retailers are interested was the word station owners got from William Clemmens, General Electric's radio marketing manager. After the Federal Communications Commission announced the multiplexing standards, G-E took a quick survey of retailers' attitudes and found that dealers (1) were "interested" in multiplexing; (2) weren't concerned about present stocks of FM monophonic receivers; (3) expected to pay more for stereo units and (4) actually expected to buy "bigger and better" than ever in monophonic FM radios.

FM stereo will boost FM mono, both Zenith and G-E told broadcasters. From Truesdell: "I personally believe all the stereo advertising will create more interest at the monaural level. Stereo can't completely dominate this business at first. We'll continue to sell and we'll continue to make monophonic FM sets." From Clemmens: "We believe that stereo won't reduce one iota the interest in monophonic FM receivers."



Top RCA executives W. Walter Watts, left, and John Burns show off company's advanced design concepts in consumer electronics.

Magnavox New Warranty

Magnavox's new service policy, announced to dealers last week, pushes industry labor warranties on brown goods to new limits. Basically, here's what the warrant will be: Free labor for a year on TV sets over \$250 retail, and on radio-phonos over \$200, though some models which fall within these ranges are excluded. Magnavox parts already carry a one-year warranty; the new policy, called the "golden seal warranty," extends free labor to the same period.

A factory spokesman said that increased costs would be absorbed by increased factory participation in dealer service contributions.

Industry reaction to Magnavox's new policy was not overly enthusiastic. Other manufacturers in the past year extended warranties on certain prod-

ucts: Philco, late last year, offered a 90-day free labor warranty on 17- and 19-inch portables but added surcharges of \$1.75 for carry-in services and \$4 for home service. Westinghouse also extended a free 90-day labor offer for 19-inch portables with no extra charges.

But it appears that the rest of the industry does not intend, at least as yet, to increase existing warranties. Zenith's Leonard Truesdell, commenting on the new Magnavox policy, said, "We have no such plans along that line," and a spokesman for G-E remarked, "It's very unlikely that many TV manufacturers will be affected by it."

But there's no question that the industry is concerned with service problems—and the service industry.

FM Stereo Hopes

Prices on the new equipment were not pinned down, but Truesdell estimated that you'll see a \$25 to \$40 increase in list prices on combinations and a \$50 to \$75 jump in the costs of table model radios incorporating stereo equipment.

Price won't be that important, Clemmens assured the broadcasters. In G-E's survey, he found that consumer concern for price didn't come through as strongly on FM stereo as it did on some other products. Instead, people wanted to know what "quality" will the system offer.

"These systems (Zenith's and G-E's) were chosen by the FCC) performed very well in tests," explained Harold Kassens of FCC's broadcast bureau. "The public will benefit considerably by the choice."

Kassens pointed out that Zenith—G-E system outweighed the others considered in one important aspect: The monophonic listener was affected only to a limited degree. In other words, owners of conventional FM radios still will be able to hear the broadcast monophonically while the

owner of multiplexed equipment will simultaneously get stereo.

There are some problems and no one was avoiding them. The signal-to-noise ratio is poorer in the subchannel than in the main channel in the FM stereo broadcasting system, so people in fringe areas will probably have to use TV-type antennas, Kassens said. There's currently a lack of adequate recorded stereo material for broadcast and there's a 33½% drop in broadcast area covered by the stereo signal.

The overall picture is excellent, though, the industry believes. "From a product standpoint," thumped Zenith's Truesdell, "this is the biggest thrill of my life."

And from Clemmens: "We at G-E think it has one of the brightest futures in home entertainment."

But possibly the real summation came from John Meagher, NAB vice president for radio:

"For FM," he said, "the long night has passed."

Why RCA Mocked Up Color TVs Of The 70s

Behind RCA's showing of advanced style concepts in consumer electronics last week in New York was this fundamental idea: Black-and-white television is rapidly maturing and offers relatively modest sales increases over the next few years. To get off the plateau and start the sales curve climbing again, a product revolution based on color TV will be necessary.

RCA was obviously willing to think in revolutionary terms with its radically new mock-ups of color sets styled for the 70s.

"We don't like to think consumer electronics is becoming mature," explained B. S. Durant, RCA Sales Corp. vice president for product planning and development. "We're not going to grow old gracefully. We'll fight it every step of the way."

What RCA showed looked nothing like today's TV set. Careful to emphasize that the hand-made models (see picture at left) were at least 10 years away, RCA officials made it clear they were working for flat, rectangular screens and thin (3 to 4 inches deep), color sets which would take full advantage of engineering advances in transistors and micro-modules. In some of the units, RCA incorporated clocks and video-audio tape recorder players.

Despite the revolutionary engineering, all the equipment shown would use currently available color-broadcasting standards.

The life-size models ranged from a pocket-size battery-operated color TV set to a flip-over console with a TV screen on one side of the panel and a stereo radio on the other.

Policy—Will It Spread?

Some industry figures feel that it's important to keep the service industry healthy. Set policies, they feel, would shut service people out of business.

The other side of the coin is that a relatively small minority of gyp artists have given service a bad name—and the black eye often extends to a particular brand when consumers don't see that factories have little control over servicing. One way of fighting this unhealthy image, one manufacturer felt, would be to have longer warranties, with more direct factory and dealer control over service.

And opinions are varied over where the increased costs to dealers of added service should come from. Philco's position represents one school

of thought, that service costs, which consumers feel are a part of parts guarantees, should be priced into the cost of the product.

Maytag, in white goods, represents the other side. The company feels that dealers should reserve some percentage of gross profits to cover service installation of guaranteed parts.

There were also pros and cons expressed when EM WEEK questioned manufacturers on the value of warranties as a selling device. Used as an image of product quality, the warranties may have some value. But one industry spokesman said that some of his company's distributors had tried extended service policies on their own. They did not, he said, materially affect appliance sales.

EM WEEK'S

MARKET REPORTS

MIDWEST...CHICAGO—A shade better business in the last few weeks, but a long way from a boom. A few consistently warm, balmy spring days could make a big difference.

That's the way most Chicago dealers summed up the situation in early May. Factories were beginning to recall men to work in metal-working industries, but a lot of rain and chill winds kept traffic down.

After May 1—moving day for Chicago apartment-dwellers—home furnishings sales were on the upswing. But dealers didn't see the same demand for white goods.

"One day it's up, and the next day it's down," said a West Side dealer. "Refrigerators are up a little. Vacuum cleaners are very good. Portable TV is holding its own. FM radio is quite good. Air conditioning hasn't moved yet."

A North Side brown goods dealer reported a 5% to 8% improvement in two weeks. "It's definitely on the up side—but you certainly couldn't say it's booming," he said. Fair interest in medium-range TV, not much in the high end. Stereo slow. Air conditioning "just beginning to move—not as much as I'd like." Portable radios still were not showing much pickup. There was little curiosity about color TV.

Most encouraging report came from a Northwest Side dealer. "Last month was the best we've had," he said. "If it goes up as expected, May could be 10% to 15% ahead of April. But that still wouldn't make it as good as last year." The dealer said he had been running a smoke sale for 30 days, and that it had pulled fairly well.

WEST...DENVER—Guarded optimism summarized the attitude of appliance retail dealers.

"While things may be a little slow, there's nothing to complain about," said Gordon Mowbray of Mowbray, Inc. He reported exceptional success in recent months with RCA color TV. "Since November we've sold as many color sets as black-and-white," Mowbray said. "There's a real market there."

"Laundry sales have been real good too," Mowbray said. He termed dishwasher sales as "going great" with about a 50-50 ratio between Whirlpool and KitchenAid.

Business has been hot and cold for Fred Schmid Appliance & TV, reported Roy Jansen, sales manager. "A four-day promotion at the end of the G-E trainload sale promotion gave us a real shot in the arm," Jansen said.

Schmid's sold 160 major appliances in that four-day period. The first two days were promoted through private announcements and the last two days with a single color newspaper ad. Results were good in all G-E lines, Jansen said, with "refrigerators healthy, TV good in portables but poor in consoles and electric ranges surprisingly strong."

Jansen said because of that success, Schmid's was launching

an intensive Mother's Day promotion of G-E Mobilemaid dishwashers.

Nessie Nides of Nides Appliances, Inc., said, "We just aren't getting any traffic. We're way low on used merchandise which shows that if people have to buy, they are trying to buy just as cheap as they can."

Mrs. Nides reported she expected a three-day "back door" sale to help pull business out of the usual pre-summer slack period. The three-day promotion was handled by private mail invitation and will feature storewide sales from 6 p.m. to 10 p.m., with entry through the back door only.

Jim Taylor of Fraser and Taylor, Inc., blamed a more than normal drop in business on a six-week strike by building trade workers during March and April.

"Now that they're back to work," Taylor said, "we're looking for a good pickup right away."

SOUTHWEST...HOUSTON—The prevailing price squeeze had most Gulf Coast area dealers hurting. The oft-heard cry was: How long will it last?

Small dealers, fighting the marginal houses, were unloading major appliances for cost plus 5%.

"And I'll deliver a \$400 item for a \$25 profit if the buyer can write a check," said Jim Hulme of Hulme's Appliance.

A spokesman for a major department store (Foley's of the Federated chain) said: "Our sales volume is about the same as it was last year at this time but the profit margin is slimmer because of marginal competition."

He shrugged at Sears' new no-down payment promotion. "We've been selling that way for the last 14 years."

Hyman Reader of Reader's Wholesale Distributors (Westinghouse) said that "the factories, distributors and dealers are caught in a squeeze" and predicted a definite increase in prices.

Reader, who believes the retail appliance customer today is "getting the best dollar's worth in history," said his TV and stereo business has been "very good."

Several small dealers said they depend on their service business to make a living.

"It's hard to figure," one dealer said. "A customer doesn't object to a service bill, say for \$20. But he'll haggle with you if you try to make a \$20 profit on a \$200 item."

Among the biggest profit makers were the merchants who sell coin-operated, pay-as-you-use white goods. They operate in low-rent districts and sell to people with poor credit ratings.

"Sure, their repossession runs high," said one competitor, "but they make more profit than the rest of us."

Such dealers usually keep two or three collectors on the road daily and pad their selling price with a high carrying charge, according to their competitors.

AHEAD IN THE NEWS

WATCH BELL SOUND in at Chicago's Electronics Parts Distributors Show (May 22-24). The company will show three compact tape cartridge recorders. At \$199.95, Model 603 records and plays stereo through built-in stereo amplifier, removable speaker-lid; can make mono recordings on all four tracks. It weighs less than 18 pounds and is smaller than a vanity case. Model 602 (\$169.95) records stereo, will play back through optional (no price set) matching amplifier and speaker. Mono playback machine comes in at \$139.95 (Model 601). ■

FTC WILL ATTACK FREEZER PLANS as one of the first targets of the commission's false advertising campaign, according to Chairman Paul Rand Dixon. He rejected the "self-regulation" policy of his predecessor, Earl Kintner, declaring that damage usually is done before industry gets around to stamping out deceptive ad practices. Some freezer plans, Dixon said, advertise that a family of four can buy a freezer and all the frozen food they need for \$13 a week. "The gimmick, of course, would be that neither the salesman nor the advertising reveals all the charges that must be met by the monthly payments," he said. ■

SUNBEAM'S TRYING FAIR TRADE AGAIN—in a small way—and likes it. In March the Chicago manufacturer began fair trading its floor care products in the greater Chicago area. Now, two months later, L. W. Prestin, vice president and marketing director, says it's working out "very favorably." But there's no plan to extend the program at this time. Sunbeam wanted "better coverage of certain retail accounts." ■

MORE UHF TV MAY BE AHEAD if the industry is correctly reading the attitude of FCC Chairman Newton N. Minow in his maiden speech before the National Assn. of Broadcasters. He said the FCC would "take every possible positive step to break through the allocations barrier into UHF." Should UHF succeed, "We may have a half-dozen networks instead of the three national networks." More widespread use of UHF would require major changes in present television sets, few of which are able to bring in the higher UHF channels. ■

A FACT BOOK ON FM STEREO RADIO BY ZENITH, in the works, will carry full details on the broadcasting system, reported Leonard C. Truesdell, Zenith Sales Corp. president. Zenith will take a crack at adapters—a firmly held company position—explaining in the booklet why it would be far too expensive to try to convert present FM table sets to stereo. Zenith's solution: Tell the customer it would be much cheaper to buy a new set. ■



**SOL POLK GETS
TOP SPOT
AWARD**

Sol Polk, Polk Brothers, Chicago, left, holds the "Brand Name Retailer-of-the-Year" plaque, awarded him by the Brand Names Foundation. Runners-up, from left: James M. Abraham, Athens Appliance and TV Co., Athens, Ohio; Ernest Kelly, Britt's, Inc., Orlando, Fla.; Robert Gibbs, Appliances by Gracie, Springfield, Mo.; and Charles Schultz, Prince Range Co., Newark, N. J.

The Feud In FM Stereo:

As suddenly as the fight started, it stopped. After a flurry of charges and countercharges over who should get credit for developing FM stereo, the feuding giants, General Electric and Zenith, cautiously began to back away from the battle last week.

Who had the last say is a matter of conjecture, but officials of both companies apparently felt they had effectively made the points for their side and that there was little to gain from continued bickering.

The fight could flare up again, G-E and Zenith told EM WEEK, if "the other guy" tosses some more brickbats.

There were other problems to contend with. Crosby-Teletronics Corp. jumped into the fray, telling both Zenith and G-E it had the only patent on FM stereo (issued September, 1958) and was going ahead with its own seminar for licensees.

Then the Multiplex Services Corp., whose suggested stereo system was turned down by the Federal Communications Commission, got into the act by protesting to the FCC, Justice Department and FTC over G-E's \$1,000 admission fee for its symposium on multiplexing and threatening to petition to overturn the entire system.

At the weekend, both Zenith and G-E were claiming that Crosby's

patent was not applicable. "I have been advised by our patent attorneys," said William Clemmens, G-E's radio marketing manager, "that we not need a license under the Crosby patent for the G-E system as approved by the FCC." Zenith's chief engineer, Ed Brown, put it more bluntly: "Crosby's patent is not effective."

General Electric is going ahead with its seminar, which starts today (May 15) in Utica, N.Y., for manufacturers seeking more technical information on multiplexing. And now Zenith says it's willing to share its knowledge with the industry.

How the patent struggle will end, no one knows. Obviously, the situation won't be cleared up for some time. In most cases the battle will probably be turned over to company lawyers.

The squabble won't stop production. Most of the receiver manufacturers aren't concerned over the fight—some are even enjoying it from the sidelines—and are moving right ahead with production plans.

The prevailing attitude among manufacturers: Let the big boys settle it in court. Most set makers have the basic knowledge to produce the FM stereo equipment and don't really care who they eventually pay royalties to.

How Credit Bill Chances Stand

Sen. Paul Douglas's "Truth in Lending" bill, relaunched hopefully this year, will probably be drydocked again. The bill would make everyone extending credit tell consumers the total cost of the credit as well as the "true" annual interest rate on the unpaid balance.

Sen. Wallace Bennett (R-Utah), leading the Senate opposition, gave his objections:

- The bill "cannot be enforced without . . . using vast new federal powers to change . . . our present system of using credit in retail distribution,

and to fix prices on every commodity and service in the United States."

- "Although price control may not be the ultimate objective of the bill, it is meaningless without such control. In an attempt to enforce the law, we would actually force credit charges back into price, and instead of . . . increasing truth in lending, we would . . . conceal the truth now available" through state laws.

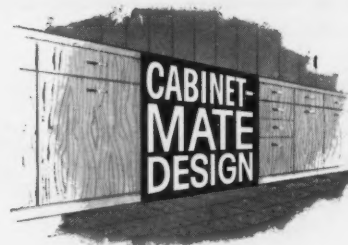
Sizing up his opposition in both the Senate and business circles, Douglas conceded that there wasn't much chance of passage this year.

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!



Mark 30 model

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Shelf and Counter
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*Tmk. **A.G.A. Mark



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MAY 15, 1961

Medical Tests Show How To Sell More Electric Shavers

How many potential electric shaver sales do dealers lose every year to men and women who claim that blade razors give them closer, longer-lasting shaves and that electric shavers burn and irritate their skin?

About the only recourse that dealers have had in such situations was to tell the prospective but skeptical customer that electric shavers gave a close uniform shave and to try to convince him to take one home on a trial basis. But not anymore.

Now you can show your potential customers the results of a year-long study by a trio of Boston skin specialists to determine the effects of modern shaving techniques on the skin and on diseases of the skin. The tests were sponsored by Remington Rand and form the basis for a new selling campaign the company is using to sell shavers.

In June, 1958, the three specialists assembled 369 patients (249 men and 120 women) for a series of experiments designed to test the effects of "various shaving devices." During the experiments, men used electric

shavers on one side of their faces and blade razors on the other side. Women did the same for shaving legs and underarms. Those women who had previously used depilatories continued to use them instead of razor blades. Two popular brands of both single- and double-edged razor blades and all nationally known brands and models of electric shavers were used in the tests.

What the doctors learned should help dealers convince some of their more skeptical customers that blade shaving isn't all that it's cut out to be. Here are some of the doctors' key points:

- In all cases, electric shavers caused less injury to the skin than safety razor blades. Most of the men participating in the tests were nicked or cut by blades at some time during the study. Electric shavers caused no cuts and only a few nicks.
- Blade razors were responsible for more than seven times as many complaints of after-shave burning than were electric shavers.

- Blades removed an average of four to 15 times as many skin cells as electric shavers—even when the skin wasn't actually cut. The doctors pointed out that cutting the skin paves the way for bacterial invasion and possible skin infection.

- Women in the test learned that electric shavers did not cut their skin and that nicks on legs and underarms were four to nine times more numerous with blades than with "the least effective electric shaver."

- While the women learned that depilatories were effective in removing hair, the majority complained that the depilatories caused burns and rashes.

Do blades give closer shaves than electric shavers? The answer, according to the skin specialists, is an emphatic no.

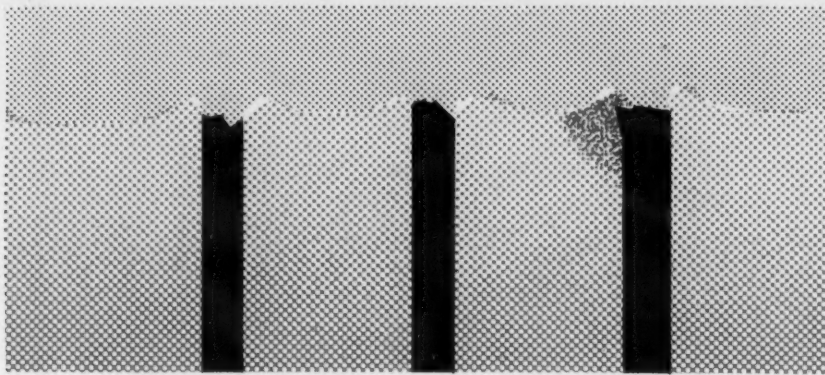
After examining faces at different periods after shaving, the doctors found that there was no noticeable difference in beard length between those faces shaved with blades and those shaved with electric shavers—

if the electric shavers had been used long enough.

An electric shaver, explained the doctors, demands a learning period of days before it can be used effectively and from two to four weeks before a user gains maximum efficiency. "If people would give electric shavers a chance and learn to use them proficiently, they'll find that they will give them just as close a shave—without cutting the skin—as they get with safety razors," claim the doctors.

But what about the "shadow effect" that many prospective electric shaver users complain about? The skin specialists claim that the shadow is caused by the fact that an electric shaver cuts the beard at right angles to the skin. This causes each hair to have a blunt end: "It's this blunt cut that accounts for the shadow effect noted particularly by men with heavy beards."

Blades, on the other hand, tend to slice the individual beard hairs lengthwise and at a flattened angle



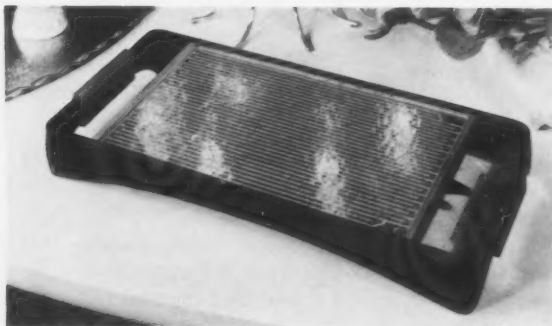
Razor blades sometimes cut below the surface of the skin. When this happens, hairs can grow into surrounding skin areas (above, right) and cause infection.

HOUSEWARES SHOWCASE

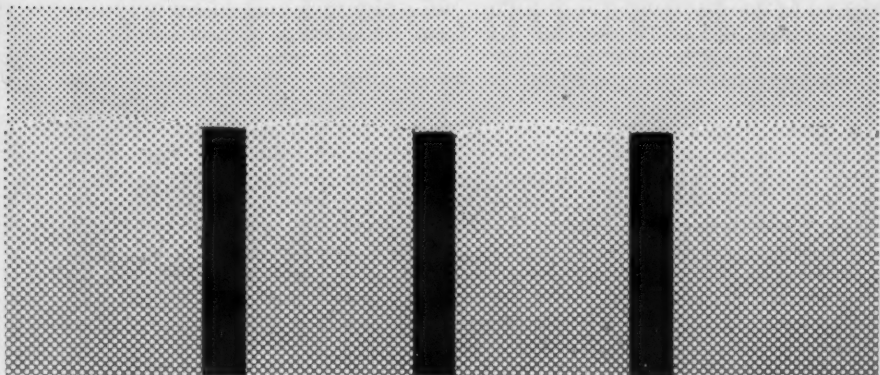
Temptray Line Features Built-In Model

The Temptray line of heating trays, which includes built-in and portable units, comes in five models: No. 100 (right), a built-in unit, has a glass heating surface of 16x24 inches and a stainless steel frame. Price: \$139.50. No. 200 (not shown), a semi-built-in unit, can be set into a counter or carried from room to room. Dimensions are the same as No. 100. Price: \$79.50. Nos. 300, 400 (below) and 500, portable units, have surfaces of 6x6, 9x14 and 16x24 inches, respectively, and are equipped with wooden frames. Prices: \$8.95, \$16.95 and \$34.95.

Stevens-Scott Temptray, 18400 Parthenia St., Northridge, Calif.



HOUSEWARES



Electric shavers cut beards at right angles to the skin, leaving blunt-edged hairs (above) that sometimes cause "shadow effect," but seldom ingrown hairs or infection.

causing each hair to have a sharp feathery tip. It's true that if you stroke a blade-shaven beard in the direction of the grain, you'll get a smooth close feel. But try striking it against the grain—it's far from smooth. Electric shavers produce beards that are essentially grainless—they're just as close as a blade shave and they feel the same no matter how you rub them.

Is diseased or sensitive skin affected in any way by the different kinds of shaving devices being used? "Yes," says the Boston research team. Their tests showed that:

- All of the 35 acne patients in the study were severely cut from time to time by blades. Electric shavers caused no cuts because they skimmed over the acne lesions. As far as the acne patients were concerned, the doctors said that electric shavers were "especially beneficial and lessened the possibility of scarring." And they learned that acne problems tended to clear up faster and with less treatment when patients used

electric shavers instead of blades.

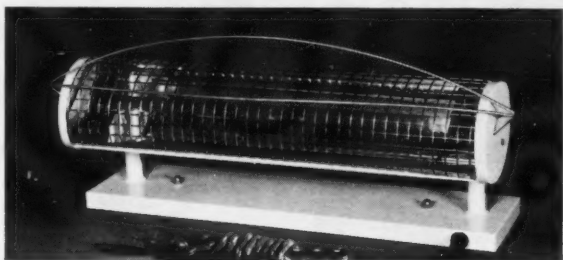
- Ingrown hairs—caused by cutting the hairs below the normal skin surface level—can be dangerous. "The sharpened end of the blade-cut hair," the doctors claim, "can penetrate neighboring skin areas and permit bacterial invasion and the formation of a small pustule."

- Dermatitis and eczema patients experienced distinct decreases in skin irritations when they used electric shavers. The researchers found that the multiple-head type shavers "were the most beneficial to all patients with acne, bacterial infections and ingrown hairs." The reason is that these shavers don't cause skin irritation because they "smooth out the hills and valleys in the skin."

- Fair-skinned persons, people irritated by soaps, wind and sun, and anyone with a tendency to dry skin often suffer the painful effects of chapping after washing their faces or using shaving soap. Patients in the tests experienced less chapping when they used electric shavers it was shown.

Infra-Red Heater Really Portable: It Weighs 4 Lbs.

The new Apexro heater, available in two sizes (500- and 750-watt) is really portable: It weighs only four pounds, and measures 19x5x9 inches. The company claims the heating tube has a life of 5,000 in-use hours. The fused quartz heating element is en-



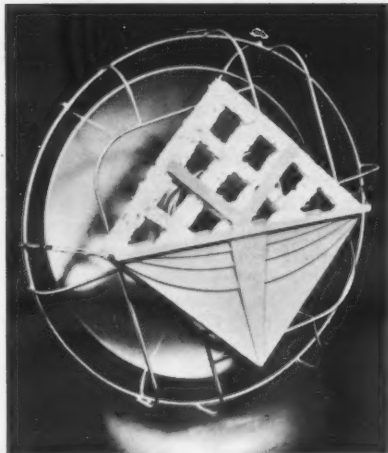
closed by a brass-plated 1/2-inch grill. The body, with a baked-on enamel finish, is made of aluminum. The heater turns itself off when it's tilted or turned over.

Apexro Products Co., 1821 North Eastlake Ave., Los Angeles.

How To Convert A Fan Into An Air Humidifier

You don't need an expensive electrical adapter to turn a conventional oscillating fan into an air humidifier. U.S. Caster has introduced a new product that does the trick for \$1. The unit, model 510, is a plastic container equipped with a sponge insert. The container is fitted over the front of the fan and puts moisture in the air when the fan's breezes pass through the sponge unit. Immediate delivery on this new inexpensive converter unit is promised by the manufacturer.

U. S. Caster Corp., 1630 Oakland, Kansas City, Mo.



THREE ELECTRIC BLANKET MAKERS RAISED PRICES

3% to 5% last week on some numbers in their lines. Fieldcrest Mills, Inc., New York, advanced prices 5% on its St. Mary and private label models, and also on some models in its Fieldcrest line. Northern Electric Co., Chicago, upped prices 3% to 5% on all but a half-dozen high-priced blankets. Slumberest Co., Georgetown, Ky., hiked prices 5% on its promotional private label units. ■

OLD MAN WINTER FROSTED THE MOWER PROMOTION

at Sattler's department store in Buffalo, N.Y., last month. "Cold rainy weather with occasional snow flurries doesn't put lawn mower customers in a buying mood," commented one store official. He claimed that the three-day demonstration of power mowers and the give-away outboard motor and rotary mower drew plenty of people but not many walked out with mowers. The one warm spot in the whole promotion was store officials' belief that a lot of the people who saw the demonstrations will return to Sattler's when they're ready to buy. ■

BRUSH BETTER ELECTRICALLY might well be the theme

that E. R. Squibb & Sons will use to push sales of its new electric toothbrush. The company claims that the new brush—the Broxodent—makes it easier to brush with the recommended vertical stroke. Present plans call for limiting distribution of the \$19.75 brush to retail pharmacy outlets. It's expected to be available at retail sometime this month. ■

T-FAL'S NEW U.S. PLANT WILL EASE THE STRAIN on

Tefal of France, producer of non-stick frypans. Thomas G. Hardie, president of T-Fal Corp., Baltimore, said the company's new plant in Tamonium, Md., will be ready to begin production of the non-stick pans within the next four weeks. Hardie said the French company had quadrupled its production efforts in the past two months in an attempt to keep pace with the large demand. The new 10,000-square-foot plant will come in handy because Hardie expects to import at least 7.5 million pans in the next 12 months. ■

RENEWED ACTIVITY DURING MARCH AND APRIL leads

Vollmer W. Fries, board chairman of White Sewing Machine Corp., to believe that the "business decline" has run its course. In a statement to stockholders, Fries said that if the increased activity continues throughout the balance of the year, White sales and earnings for 1961 should show improvement over last year despite a generally depressed January and February. Unit sales of the company's home equipment division are still below those of first-quarter 1960, but this year's first quarter was "more profitable because of new distribution techniques and reductions in costs and expenses." ■

New Name In Electrics: Alcoa's Century Aluminum

The Aluminum Corp. of America is going into the electric housewares business.

Last week the company set up a separate manufacturing division, Century Aluminum, Inc., to produce a line of small appliances.

Alcoa is known in the housewares field chiefly as the parent firm of Wear-Ever Aluminum, Inc., manufacturer of non-electric aluminum cookware. Century Aluminum will

operate as a wholly owned division of Alcoa and will not be connected with Wear-Ever.

The new electric housewares division will use the manufacturing facilities of the now-defunct Century Products Works, Inc., Bronx, N.Y., which Alcoa purchased several weeks ago (EM WEEK, March 27, p 4) along with the manufacturer's patents, inventory, unfilled orders, tools, dies and customer lists.

What's in the line? For a start Century Aluminum will introduce an electric coffeemaker and a skillet, George S. Hubbard, vice president of manufacturing for Wear-Ever, told EM WEEK.

These items were the principal electrics manufactured by Century Products, and Alcoa's new electric housewares division, at least for the time being, will be using the tools and dies it purchased from the Bronx manufacturer, Hubbard said. He pointed out that plans call for the introduction of other electrics, but it was still too early to say definitely what they would be. As yet no retail price schedules have been drawn up, he noted.

When will it be introduced? Hubbard said the new line probably would not be ready for showing before the end of the year.

"It's really too soon to say when the new products will be ready. Our manufacturing and marketing plans won't be completed for another month. But we can definitely say the line won't be ready for the July Housewares Show," he said. When asked if the new line would be fair traded, he replied: "We don't know yet."

Why is Alcoa going into electric housewares? Hubbard's answer to that question was: "All our competitors are in it."

Delmonico



am/fm
stereo

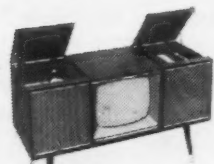
TV

six
speaker

FROM

299⁹⁵

LIST
SLIGHTLY
HIGHER
SOUTH &
WEST



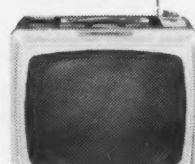
DELMONICO
MODEL CTV-191
19" TV, AM/FM 6 SPEAKER
SELF-CONTAINED STEREO
THEATER.

ILLUSTRATED ABOVE — DELMONICO — MODEL CTV-231
23" TV, AM/FM 6 SPEAKER — SELF-CONTAINED STEREO THEATER

IMPORTED FROM THE VICTOR CO. OF JAPAN

Installation of tube, final assembly and air check
in the United States by Delmonico

YOUR PROFIT LINE FOR '61



DELMONICO
MODEL PTV-19
19" PORTABLE TELEVISION

Delmonico International

DIVISION OF THOMPSON STARRETT CO., INC.

120-20 Roosevelt Avenue, Corona, L. I. • TWining 9-5959

West Coast Branch: 5015 Hampton Street, Vernon, Los Angeles, California — LUdlow 3-3301

Floor Polishers: Regina's Recipe To Brew Sales

In 1957, more than a half-million floor polishers were sold. Last year, the figure jumped to over a million. And by 1970, according to Robert E. Cassatt, vice president of marketing for the Regina Corp., floor polishers will be selling at the rate of 3 million units a year.

Are you getting your share of this market? EM WEEK talked with Cassatt, who explained why the market for floor polishers was expanding and suggested a number of ways dealers could improve their sales of these products.

Four ingredients. In order to do a better selling job, Cassatt suggested that dealers should . . .

1—Equip themselves to merchandise floor polishers either through demonstrators or sales training programs for their clerks "so they know what they're talking about."

2—Promote floor polishers as a multi-purpose appliance. Don't sell them only as floor polishers—"this limits the market"—but promote them also as scrubbers, waxers, buffers and rug cleaners.

3—Use creative selling techniques. As an example, Cassatt noted that one New England dealer phoned potential customers to make his sales pitch. "And he's doing a very good job on floor polishers."

4—Display polishers. "You don't need too much space. Just a small stand for three step-up models is enough."

For a bigger market. Looking ahead, Cassatt predicted that the floor polisher market, both on the retail and manufacturing levels, would continue to expand.

He said more portable appliance manufacturers would be getting into the polisher field in the near future and at the same time retail channels of distribution would broaden to include many that now don't sell floor polishers.

Cassatt pointed to the door-to-door market as an example. "Today only about half the retailers who should be selling floor polishers are in the business," he continued.

He also noted that there was an increasing market for hard surface flooring—"A pronounced trend in new homes"—which eventually would result in increased floor polisher sales.

What makes **HOOVER** biggest in home care appliances?



The modern Hoover look opens the housewife's eye—starts you on the way to closing the sale!

One thing that's pretty much true of all women is their desire to be thought of as smart, modern and up-to-the-minute. Hoover caters to this desire with appliances that are the last word in modern design. Our strategy, of course, is twofold. This modern look not only wins acceptance for the entire Hoover line; it holds a woman's interest while you sell her on the features, efficiency, quality, dependability and solid value of the particular Hoover appliance she's interested in.

We think this is sound merchandising. It's helped you sell a whale of a lot of Hoover appliances. The Hoover Company, North Canton, Ohio.

HOOVER.

FINE APPLIANCES...around the house, around the world®

MAY 15, 1961



YOUR personal BUSINESS

Watch for a crackdown on tax reporting of inventories from the Internal Revenue Service. Warning came last week from IRS Commissioner Mortimer M. Caplin, who said he had orders to underscore the President's tax message to Congress in which he directed IRS to take corrective action to assure proper reporting of inventories by taxpayers. IRS examining personnel have been instructed to place increased emphasis on examination of tax returns involving inventories and to give particular attention to inventory reserves, valuation methods, omission of inventory items and allocations of costs.



What specific types of insurance do you as a dealer need on your business operation? Here's a rundown on what the National Retail Merchants Assn. smaller stores division suggests in the way of a basic foundation program and a series of add-ons.

Your needs may vary slightly from the basics listed below. So your best bet is to have a professional insurance man help you plan your program (see last week's column). But it'll help you in making a final choice if you're familiar with what kinds of coverage are available—and necessary—for the small businessman.

There are six basic areas which you should seriously consider covering with insurance:

1—Workmen's compensation: Covers your legal responsibility to employees for injury arising out of on-the-job accidents. It provides coverage for medical expenses, plus a stipulated proportion of the weekly salary while disabled. (Since this coverage is generally a minimal amount—prescribed by law—you might consider carrying additional insurance on key employees who might be injured.)

2—Public liability insurance: Covers a broad area, including such things as injuries to people or property on your store premises; injuries to people or property caused by your vehicles; damage to your vehicles; damage caused by the products you sell.

3—Fire and extended coverage: Takes care of damage by fire and whatever catastrophes you care to add.

4—Business interruption: Covers loss of earnings directly resulting from the interruption of your business by the damage or destruction of it and caused by any peril that you're insured against (strikes, for instance).

5—Fidelity insurance: Protects you against dishonest acts of your employees.

6—Money and securities: Broad form of coverage for money and security on or off your store premises.

In addition to the basics listed above, you might want to consider coverage in one of the following areas: Accounts receivable, earthquake, forgery, securities in safety deposit box, leasehold interest, neon signs, stock burglary, plate glass, parcel post, vandalism and malicious damage, rental value (if part of your owned property is rented to others), partnership insurance, water damage, sprinkler leakage damage, steam boiler explosion, group liability, accident-health-hospitalization, libel and slander, key man coverage.



Don't throw away your tax records just because this year's April 17 deadline is long past. Keep them for at least three years—preferably for six. Reason: Your tax return remains open for examination for three years—in some instances longer.



A DEALER SALESMAN SAYS



Just Blame It On The Weather

With all the unusual weather we've had this year, I've noticed a tendency to connect the tide of business with the weather. This is something I've agreed with for years and it makes me happy to note that more of my colleagues are jumping on the bandwagon. For those, however, who may be unfamiliar with the blame-it-on-the-weather school of thought, but wish to learn more about it, I am herewith listing key points from my Retail Salesman's Basic Guide to the Weather, based on years of observing atmospheric conditions from inside a plate glass window.

Cold Day—Good for TV business. Why should anyone freeze himself going out to the movies when he can see the same thing right in his own living room for \$2.37 a week over a 24-month period, including carrying charges and insurance coverage?

Very Cold Day—Bad for business unless you sell air conditioner covers. When the weather is extreme, only the oddballs come out. It's odds on that the most frigid day of the year will bring you at least three guys who are looking for air conditioner covers, for units which they purchased someplace else last summer.

Snow and Ice—Bad for business. The only people out are those looking for suits—damage suits in your lobby.

Lots of Snow and Ice—Good for Business. Maybe you think I'm nuts, but this observation is based on the night we had that record snowfall. I sold three portable TVs in an hour. Perhaps this is because my boss is the only guy inhuman enough to keep open in the neighborhood with a 25-inch snowfall forecast.

Fair and Warm—Bad for business. Everyone who has a car heads for the beach. Those who don't have a car have bad credit.

Hot Day—Good for air conditioner business. This is the kind of day wives drag husbands in by the ears, saying, "Look, cheapskate. Last year you argue what's the use of buying a conditioner—this heat won't last. So it only goes over 90 for 31 days in a row. This year you buy the air conditioner the first day it's hot—which happens to be right now."

Very Hot Day—Good for refrigeration business. When the humidity soars, those Korean War vintage boxes start showing their age. Their refrigeration units commence to knock, rattle and shudder like a Model T on a backwoods road. The hotter it gets, the more widespread these symptoms become, leading to a very nice upsurge in the replacement market.

Lots of Rain—Bad for business. The downpour keeps everyone home but the do-it-yourselfers. They are quite easy to identify by the sodden brown paper bags they clench. These are full of assorted 7AU7s, 6DC6s, etc. Before you can open your mouth, they say, "Where's your tube tester?" If you have one, they'll test every tube in the bag. Then they will trudge into the rain looking for a discount tube seller.

Rain—On this I could get rhapsodic. It is terrific for business. The pitter-patter of the raindrops discourages the average run of pests and chiselers, and everyone who walks in is a genuine prospect. A lovely, sparkling rainy day is my idea of a salesman's paradise.

Yessir, blame it on the weather, then open up your umbrella and smile. That cloud can really have a silver lining. Just ask a dealer salesman who knows.

ABOUT THE AUTHOR—For reasons which will become obvious as you read this column, the author does not wish to be identified. He is, however, exactly what he claims to be—a hard-working retail salesman who has problems (and solutions) which he shares here with you.

DISTRIBUTOR APPOINTMENTS

BLACK AND DECKER—As sales representatives, Larrison C. Goodman, Dallas; John D. Kneebone, St. Louis; James T. Swisher, Cleveland; William J. Baker, Cincinnati.

MOTOROLA—Washington Appliance Wholesalers, Inc., Washington, D.C., for the Washington metropolitan area.

ATLAS TOOL AND MANUFACTURING CO.—E. P. "Gene" Hardison, Senatobia, Miss., as sales representative in Tennessee, Mississippi and Alabama; James E. Gibbons, Minneapolis, as sales

representative in Minnesota, North and South Dakota and western Wisconsin.

BRYANT ELECTRIC CO.—Bryon L. Waters, as sales manager in the Los Angeles territory.

GLASER-STEERS CORP.—As sales representatives, Jerry Greenberg Associates, for metropolitan New York; Brendan O'Hara Co., Philadelphia, for the eastern Pennsylvania area, Delaware, Maryland, Virginia and southern New Jersey; Irving Rose, Chicago, for Illinois.

KITCHENAID HOME DISHWASHER DIVISION—Brown Supply Co., Inc., St. Louis, for metropolitan St. Louis and portions of Illinois and Missouri.

MARKEL ELECTRIC PRODUCTS—Jeff Bennett as manufacturer's representative in Kentucky and Indiana.

CLAIRTONE SOUND CORP., LTD.—As manufacturer's representatives, George Fass and Stanton Freeman, for New York City; John Stawicki, New England; Arthur Gaines, Pennsylvania, Baltimore, Washington, D.C.; George Samuels, Virginia, North Carolina; Paul Hume, divisional manager, Michigan, Illinois, Ohio, Indiana and Wisconsin; Walter Husak, Minnesota, North and South Dakota; Rube Farmer, Texas, Oklahoma, Louisiana; J. C. O'Donnell, Colorado, Utah, Wyoming, Montana, Idaho, New Mexico; Floyd Yudelton, California, Arizona.

OLYMPIC RADIO AND TV—Olympic of Northern Ohio, Inc., Cleveland, for 20 counties in the Cleveland area; Garrett Distributors, Inc., Toledo, for 12 counties in northwestern Ohio and southeastern Michigan.

SYLVANIA—Midwest Sales and Service, Inc., South Bend, Ind., for 21 Indiana counties and three in Michigan; American Wholesalers, Washington, D.C., for the District of Columbia, 13 Virginia counties and five in Maryland; Thompson and Hamilton, Columbus, Ohio, for 24 southeastern Ohio counties; Fowler Distributing Co., Inc., Portland, Ore., for 34 Oregon counties and five in southern Washington.

AMERICAN CONCERTONE, INC.—M. C. Grossman Co., Auburndale, Mass., for the New England states.

THERMADOR ELECTRICAL MANUFACTURING CO.—Century Hardware Corp., Milwaukee.

WELBILT AIR CONDITIONERS—Sydlee Electronic Supply Co., Springfield, Mass.

REGINA—As sales associates, Carle H. Sudakoff Co., Denver; Ray Kale, Charlotte, N.C.; Gayle and Dee Co., Wilmington, Del.

BSR—Ben Wolfe Radio and Electronic Co., Inc., New York, for the United States.

SLATER ELECTRIC—Giles Agency, Indianapolis, Ind. (as manufacturer's representative).

Another record-breaker coming up...

JULY in CHICAGO

The most important mid-year housewares show in the industry's history — the show that will spark your fall and holiday business with products and ideas



35th NHMA

National Housewares Exhibit

JULY 10-14, 1961

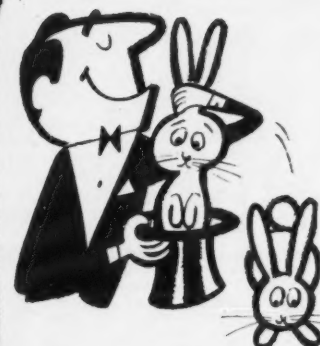
McCormick Place, Chicago

Serving the housewares industry since 1938

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

(Incorporated not for profit)

1130 Merchandise Mart • Chicago 64, Illinois



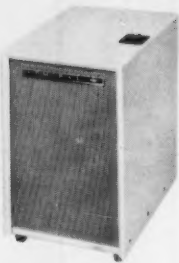
stocks low?
need someone
to "pull one
out of the
hat"?



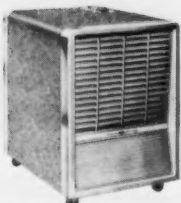
CALL
GraybaR

988

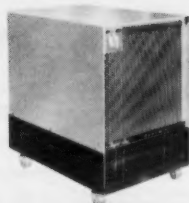
You can squeeze more profits out of the air!



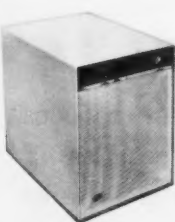
ADMIRAL IMPERIAL
Admiral Corporation
Chicago 47, Illinois



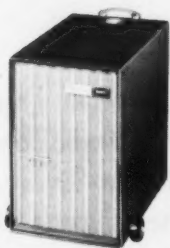
BERNS AIR KING
Berns Air King Corporation
Chicago 18, Illinois



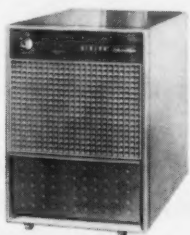
COMFORT-AIRE
Heat Controller, Incorporated
Jackson, Michigan



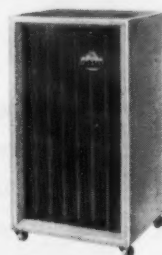
COOLERATOR
Albion Division
McGraw-Edison Company
Albion, Michigan



FRESH'ND-AIRE by CORY
Cory Corporation
Chicago 43, Illinois



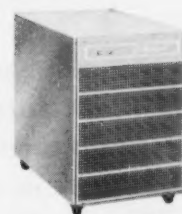
GIBSON
Gibson Refrigerator Division
Hupp Corporation
Greenville, Michigan



OASIS
Ebco Manufacturing Company
Columbus, Ohio



QUIET KOOL
Emerson Radio and
Phonograph Corporation
New York, New York



RCA WHIRLPOOL
Whirlpool Corporation
St. Joseph, Michigan



TRAVELAIRE
Metalaire Products Division
McGraw-Edison Company
Phoenix, Arizona

Now's your chance to capitalize on the big untapped dehumidifier market!

Today, as never before, your customers are conscious of the humidity in their homes. They have been deluged with articles about the damage excess moisture can do to their health and property. And every time they go into their basements, home laundries, storage rooms or workshops, they see for themselves what a problem humidity can be.

The market indicates this new awareness. Dehumidifier sales have more than quadrupled since 1950. In 1960 alone, they were expected to increase 9%.* But statistics show we have only scratched the surface.

Today, 97.4% of all wired homes in the United States still have no means of dehumidification.* Based on 50.6 million domestic and farm electric users, this makes 49,275,000 prospective customers waiting to be sold on the benefits of this relatively inexpensive appliance. Now is your opportunity to really increase your profits by selling electric dehumidifiers to every customer that comes into your store.

Practically everything your customers own can be damaged by excess moisture. Remind them of this. And show them how your dehumidifiers

will remove this moisture to keep the humidity in their homes at a safe level.

Explain that a dehumidifier will prevent rust, rot, mold and mildew. It will reduce peeling wallpaper, cracked plaster, warped furniture and popping floor tile. It will speed the drying of clothes and stop the caking of sugar and salt. And it will reduce the humidity in your customers' homes enough to keep them comfortable even on muggy days.

You'll find electric dehumidifiers can be more profitable in many ways. There's no trade-in to consider and no installation or service problems. What's more, customers can often use more than one dehumidifier in their homes which means you double your profits on many sales.

Electric utilities across the country are devoting ever-increasing effort to promoting more dehumidifier sales for you.

The dehumidifier manufacturers listed above are ready to supply you with high-powered sales aids to help you convince your customers that electric dehumidifiers are the answer to their humidity problems. We'll be glad to see that you get free samples of this merchandising material, if you'll just fill in the coupon below and tell us who your manufacturer is. Mail the coupon and watch your profits grow!

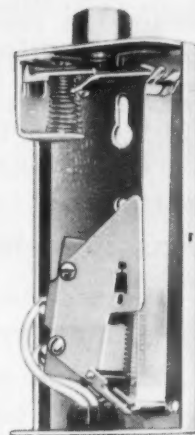
Increase sales, upgrade profits with Honeywell's new HA45E Dehumidifier Control

The new HA45E automatically turns dehumidifiers on whenever moisture in the air becomes excessive—turns them off again as soon as humidity reaches a safe level.

It's the only dehumidifier control that reacts to moisture content alone. It will not overcycle and allows plenty of time between each cycle for the moisture-collecting process to set in.

It eliminates overtime operation to add to the life of your dehumidifiers and reduce electric bills. And, of course, there's extra profit for you in every sale.

This is why the dehumidifier manufacturers listed above all feature the new HA45E Dehumidifier Control.



*Source: Electrical Merchandising Week

Honeywell
First in Control
SINCE 1885

MINNEAPOLIS-HONEYWELL
Dept. EM-5-99
Minneapolis 8, Minnesota

PLEASE rush my free electric dehumidifier merchandising aids.

My manufacturer is: _____
(Name of Company)

Signed: _____

Address: _____

City: _____ Zone _____ State _____

LET'S KEEP

Business Help For Our Colleges Going Full Speed Ahead

"Should our company fold up its program of financial help for higher education now that the Kennedy Administration plans to have the federal government provide this kind of help in a big way?" It is clear why, in the light of campaign promises and plans announced since, this question is being raised in many business firms at this juncture.

What seems far clearer, however, is the right answer to the question. It is a resounding NO! **This is no time for the business community to ease up in what have been its notably successful efforts to help our colleges and universities get out of the deep financial hole in which they are operating. On the contrary, this is the time to put more steam than ever behind the drive of business to increase its financial help for higher education.**

Massive Help Needed

It is easy to understand why any individual businessman or firm might have a rather despairing feeling about the prospect of competing with the federal government, with its almost all-embracing tax arm, in providing financial support for higher education or almost anything else for that matter. But this is not a case of competition. It is a case where our colleges and universities must have massive help all along the line if they are to be put squarely back on their feet financially—a goal of crucial and perhaps decisive national importance. **The business community will continue to have both the opportunity and the obligation to keep on increasing its help for higher education as rapidly as possible.**

To underline this proposition take a look at the chart at the top of the next page. It shows

how far the salaries of college and university faculty members continue to lag behind those of other occupational groups in the U.S.A. There has been some relative improvement in the average of faculty salaries in recent years. And the salary improvement in some fields, such as those of science and mathematics, has been very pronounced. But the chart makes clear how badly the average salary of college and university faculty members still lags.

No Federal Funds For Salaries

The plans for increased financial aid for higher education, proposed by President Kennedy, do not contemplate increased expenditure for faculty salaries. This, we believe, is wise whether or not you feel, as many do, that resort to this kind of federal financing would inevitably carry with it federal controls that would ultimately undermine academic independence. The fight over federal appropriations for faculty salaries would be so long and bitter that it would be destructive to the aid program as a whole.

However, what the federal government will not be doing to remedy the deplorable condition of faculty salaries, as reported by the chart, is one indication of the tremendous scope that remains for crucially important help for higher education from business. Manifold other indications are available.

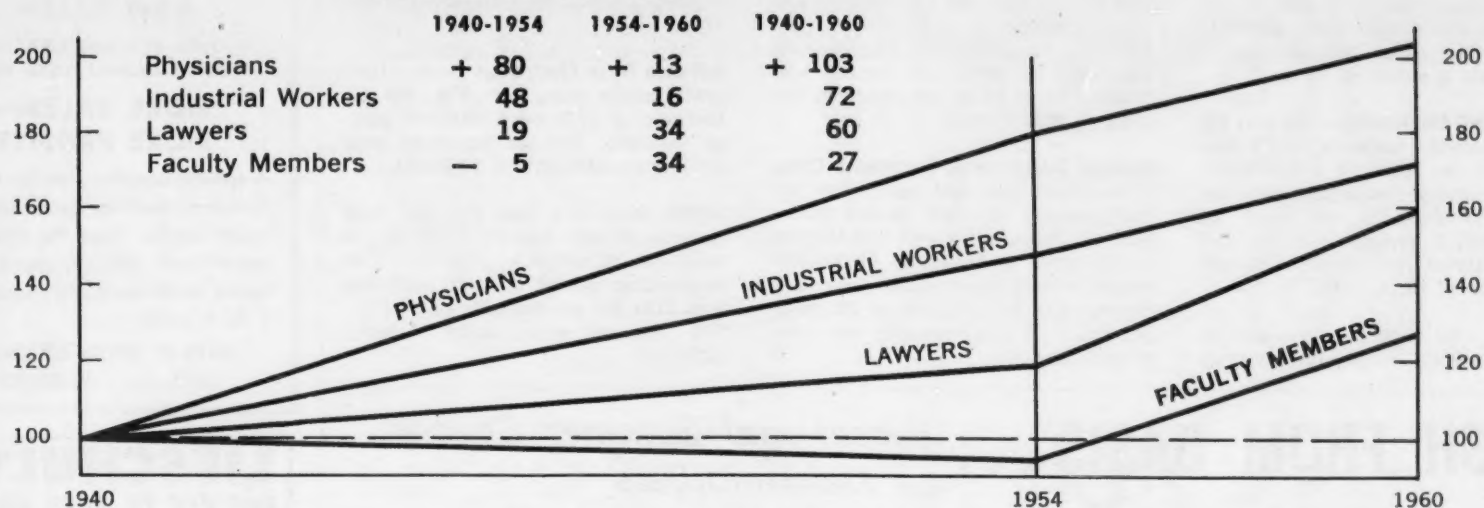
Disaster Escape Route

One of these indications is provided by the careful calculation that the annual income of our colleges and universities must be increased by about \$4½ billion (from about \$4½ billion to about \$9 billion) over the next eight years if the tremendous wave of students

WHAT HAS HAPPENED TO COLLEGE FACULTY SALARIES

Index (1940=100)

Percent Change
Real Income Before Taxes



Sources: U.S. Department of Commerce; U.S. Department of Labor; National Education Association; McGraw-Hill Dept. of Economics.

now gathering to descend on these institutions is not to wind up in both a financial and an educational disaster. This wave promises to add more than 2.5 million, or 75%, to college enrollments by 1970.

Thus far, the program for financial help for higher education by business, spearheaded by the Council for Financial Aid to Education, has been a remarkable success in all dimensions. The dollars contributed have increased rapidly—from about \$100 million five years ago to about \$150 million this year. Contributions of \$500 million a year by 1970 are a clear possibility.

One of the inspiring developments increasing this possibility stems out of Cleveland, Ohio. There through their chief executives, an imposing group of business firms have established one per cent of their profits before taxes as their minimum goal for contributions to higher education, to be reached within three years. General acceptance of this goal by business would go most of the way toward getting our colleges and universities firmly on their feet financially.

Mutual Respect Increased

The mutual esteem of the academic community and the business community, an element of enormous importance to a free society, has been increased by the manner in which the program of financial aid has been carried out. In making its contribution, there has been no attempt whatsoever on the part of business to encroach upon the academic freedom of the institutions financially benefited. And the program of financial aid has greatly increased the knowledge, understanding and respect which the colleges and universities and business have for each other.

The Kennedy Administration's program to enlarge federal financial support of higher education is certain to arouse strenuous controversy. As proposed by its Task Force, it avoids some of the most controversial areas of principle. However, the very magnitude of the proposed extension of the federal government's already vast program of financing higher education involves fighting issues.

But if the enlargement of federal aid were to be deeply discouraging to the continued expansion of private aid for higher education, it would be a national misfortune of major proportions. There is no good reason why it should be. On the contrary, there is compelling reason for the business community to continue giving higher education all the financial help it possibly can, thus speeding onward a program that has been and continues to be a major constructive force for our colleges and universities, for business and for the nation.

This message was prepared by my staff associates as part of our company-wide effort to report on major new developments in American business and industry. Permission is freely extended to newspapers, groups or individuals to quote or reprint all or part of the text.

Donald C. McGraw

PRESIDENT

McGRAW-HILL PUBLISHING COMPANY

FINANCIAL REPORTS

Admiral Corp.—Consolidated sales in the first quarter of 1961 were \$42,432,930, compared with \$48,413,663 last year. Net profits were \$204,113 or 8 cents a share as against \$763,375 or 32 cents a share in 1960.

Packard Bell Electronics—Net loss for the six months ended Mar. 31 was \$1,530,861 on sales of \$16,439,816. For the same period a year ago, net profit was \$491,101 on sales of \$23,312,089. Company sales for the first quarter of 1961 were \$7,710,466 with a loss of \$1,164,892.

Motorola, Inc.—1961 first-quarter sales were \$59,758,600 and earnings

were \$802,977 or 20 cents per share. Corresponding period in 1960 showed sales of \$71,077,994 with earnings of \$3,036,475 or 75 cents per share.

Fedders Corp.—Net income for the first half of fiscal 1961 was \$1,492,279 on net sales of \$26,964,760. Per share earnings were 77 cents on an average of 1,940,175 shares outstanding. In 1960, net income was \$2,381,049 or \$1.25 per share on net sales of \$35,979,216.

General Telephone & Electronics Corp.—Revenues and net sales for the first quarter of 1961 totaled \$287,672,000. Net income was \$15,481,000 or 22 cents a share on 70,600,000 shares outstanding. Last year, net income was \$17,731,000 or 26 cents per share on total revenue and sales of \$291,232,000.

The Siegler Corp.—Earnings for the first quarter of 1961 were \$553,363 on sales of \$24,592,863. Earnings per share were 25 cents on 2,214,363 shares outstanding. Earnings in the first nine months of the company's fiscal year totaled \$2,330,228 or \$1.05 per share on sales of \$73,646,826.

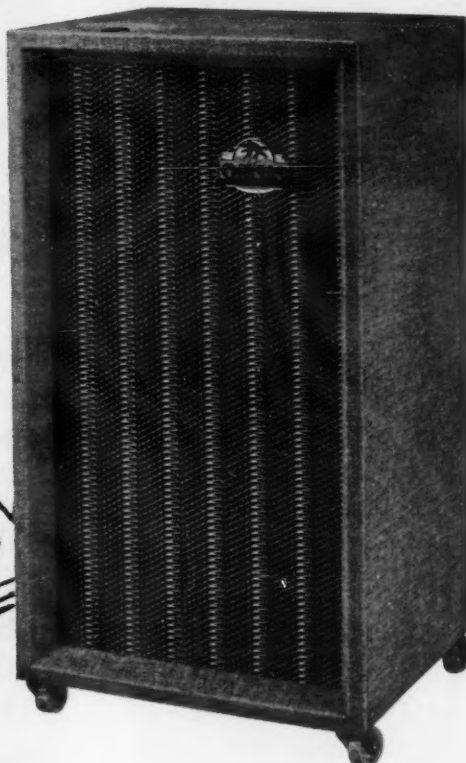
Advance Ross Electronics Corp.—1961 first-quarter sales were \$941,069, an increase of 17% over \$803,087 posted in 1960. Pre-tax earnings rose 20% from \$106,215 to \$127,484.

Schick Inc.—Net loss for the first quarter of 1961 was \$237,912 on net sales of \$2,660,311. For the corresponding period of 1960, net loss was \$134,331 on net sales of \$4,410,736. Shares outstanding number 1,200,000.

FRESH FROM OASIS . . . Sensational Summer Special on Dehumidifiers



BAKER'S DOZEN



Call your OASIS distributor today

The OASIS distributor in your territory has a new special summer-time proposition from the factory. Call your OASIS distributor to learn how it can be extended to you, along with full price protection.

OASIS Dehumidifiers, more popular with homeowners, are *now* more profitable for you. These are the famous OASIS Dehumidifiers backed by the GOOD HOUSEKEEPING Guaranty Seal and nationally advertised in GOOD HOUSEKEEPING and TV GUIDE.

With OASIS, you have all these free sales helps: Beautiful 4-color display and flashing show-window sign, attractive 4-color mailers, radio commercials, newspaper mats, give-away Humidity Guides.

Call your OASIS Distributor or write The Ebco Manufacturing Co., Dept. 9-V, Columbus 13, Ohio. Baker's Dozen offer effective May 1, 1961.

OASIS
DEHUMIDIFIERS
BY THE EBCO MANUFACTURING COMPANY

Top quality, proven product. Super Deluxe model is superbly styled in rich vinyl clad steel. Features fully automatic Humidistat Control. Economy priced model also available. 5-year warranty on materials and workmanship—best in the industry!

MERCHANDISING SUPPLEMENT

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THIS SECTION CAN BE ECONOMICALLY USED FOR:

MORE SALES—MORE PROFITS

A special classification for manufacturers desiring advertising in space smaller than the minimum run-of-book display space. The space available in this section is 1 to 6 inches.

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LIFSCHULTZ FASTEST TO BOTH COASTS



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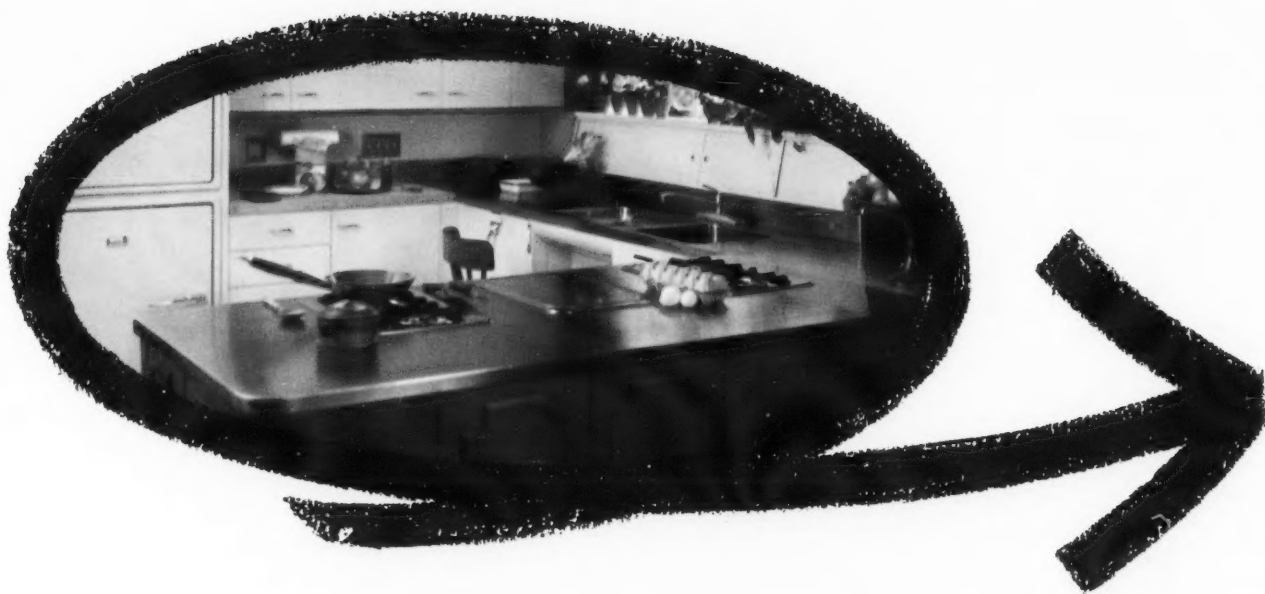
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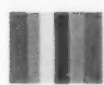
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Appliances and Allegheny Stainless

Stainless...a growing[®] force in appliance marketing[®]

 Stainless steel is unique among fabricated metals. It alone has a day-to-day familiarity for most people . . . an immediate product recognition. They see it everywhere . . . never painted over, never plated over . . . in their automobiles, in their homes, in their tools and sporting equipment. They know they can comfortably ignore it forever, and still depend on it. They look for it in the products they buy. Stainless is a marketing man's metal. It sells itself.

More and more manufacturers are beginning to recognize the potentialities of this built-in customer acceptance. Nowhere is this more true than in the appliance industry. And in this energetic and highly competitive field, one name stands out. The biggest name now marketing stainless steel in appliance design . . . Speed Queen, a Division of McGraw-Edison Company.

Speed Queen's automatic washers and dryers have always been engineered for absolute product dependability. And the almost inevitable result of this design philosophy has been to feature stainless steel in the major unit components: the washer tub and the dryer drum.

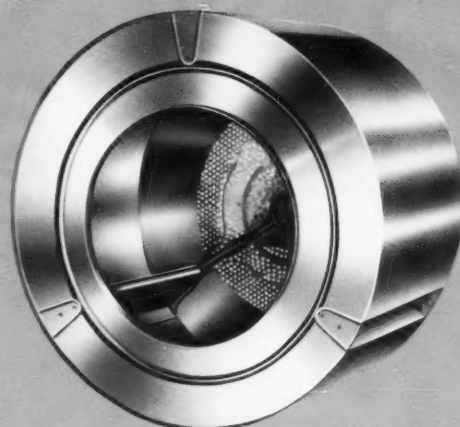
Easily formed into smooth, operationally desirable baffles and contours, stainless steel provides maximum protection for a Speed Queen load of clothes throughout all washing and drying cycles. Slick and snag-free to pamper the most delicate fabrics, stainless is tough enough to shrug off the battering that only the usual miscellany forgotten in a boy's trouser pocket can inflict.

Speed Queen introduced stainless to provide rust-free, chip-free reliability for their customers. But they have also used stainless to help them sell. While other manufacturers use bits and pieces of stainless, Speed Queen has featured it in a big way . . . for years. And they can tell the world about it. They can go into their markets with persuasive and exclusive sales messages, and reach prospects already pre-sold and strongly pre-conditioned to look for stainless steel.

They can point to themselves as pioneers in the use of stainless in home laundry equipment. They can point to themselves as the only suppliers of stainless steel washer tubs and dryer drums. They can guarantee these components for a lifetime. They have a powerful sales feature. They have put stainless steel to work for their customers. And, they have made it work for themselves. Allegheny Stainless Steel can do the same for you . . . for your products. It's a marketable metal.



First with domestic washer tubs of stainless steel, Speed Queen has continued to feature them over the years. Their reliability, chip resistance, and unmatched resistance to corrosion are in keeping with the firm's tradition of absolute product dependability.

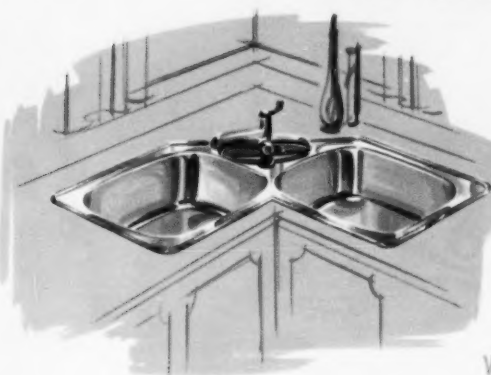


Exclusive with Speed Queen, the stainless steel dryer drum provides maximum protection for all fabrics during the drying cycle. Virtually indestructible, and like the washer tub of Type 201 stainless steel, this component can carry the guarantee of lifetime service.

Appliances and Allegheny Stainless

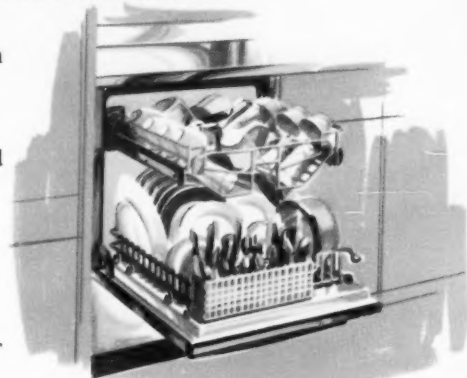


Allegheny Stainless for beauty with a function

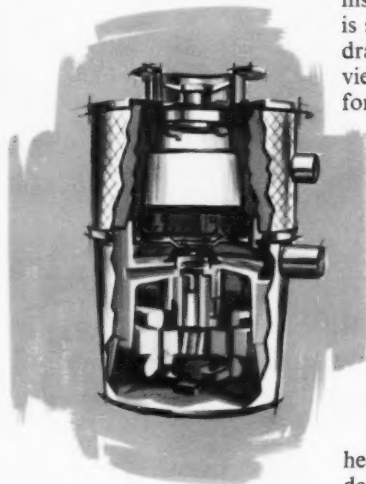


For sinks and hardware . . . stainless steel, the logical choice. Here is an application where Allegheny Stainless can really shine, literally. Under the roughest use, under the battering of heavy pots and pans, under constant detergents and grease residue, the stainless surface remains unblemished, free of nicks or chips, and no corrosion or dark stains from chemically treated water, either. Stainless is easy to fabricate and finish, too. The new, special quality stainless steels now available make tough draws like bowls, drains, and baskets a simple matter. And, stainless can be the most economical metal for plumbing fixtures and hardware . . . looks better, longer, too.

With automatic dishwashers . . . there is freedom from a thankless task. Stainless steel helps keep it that way. Only pump impellers of stainless steel can be trusted to deal out the Niagara-like rush of water needed to power-wash and power-rinse dishes really clean. And with Allegheny Stainless, there's no corrosion, no erosion, no chance of staining dishes. There are stainless guides and channels to insure easy, no-stick operation of the door and trays. There is stainless out of sight . . . in manifolding, seals, seats and drains . . . for real peace of mind. There is stainless in plain view . . . door fronts, counter-high tops, hinges and hardware . . . for ease of cleaning, and long lasting, tasteful elegance.



For garbage disposers . . . another thankless kitchen chore where long wear, sanitation, and corrosion resistance are absolute musts. Stainless steel's unique properties . . . excellent machinability and retention of hardness, corrosion resistance, and joint strength after welding or brazing . . . have proven ideal for this application. Whether in the flywheel, the cutter ring, the inner shell, or just for appearance's sake, Allegheny Stainless is unsurpassed . . . by any standard of comparison.



For heating coils . . . Type 332 Allegheny Stainless sheathing provides heat and scaling resistance to 1650 F. For high strength at red heat to support the heaviest pots and pans without deforming, for sliding wear resistance and ultimate cleanability, for economy in high wattage surface units or low wattage oven units . . . for all these reasons, stainless steel and kitchen heating are inseparable. But stainless has more to offer . . . a flash of brilliance in the trim ring around the burners—odor-free, wipe-clean drip pans under the burners—decorative wall tile spatter-shields—an entire custom cook top, gleaming bright and utterly impervious.



For decorative panels . . . for door-fronts and gleaming accents, for strictly show and for practical, chip-proof, scuff resistant beauty, too . . . stainless steel simply can't be topped. More than a coating . . . a plating, even . . . Allegheny Stainless is stainless utility and beauty clear through. Whether a soft, frosty luster is indicated by the final decor . . . or a brilliant mirror's shine, or any kind of rolled-on pattern you can dream up . . . stainless steel by Allegheny Ludlum can do it better, for longer, and for far less than you think.

Appliances and Allegheny Stainless



Complemented by the soft gleam of stainless steel counter tops and decorative panels, these St. Charles Custom Kitchens would be welcomed in any home. Satiny stainless steel has the unique ability to blend beautifully with any decor, any color scheme.



IDEA STARTERS

Patterns An endless variety of decorative surface patterns can be mill-produced on Allegheny Stainless Steel. Generally achieved by specially prepared rolls, these patterns are often extremely practical as well as ornamental, serving to protect and stiffen the decorated panel, and to diffuse reflected light in interesting and useful ways. Virtually any design that can be drawn on paper can be reproduced on stainless steel.

Aside from its practical aspects, A-L patterned stainless also serves to broaden the scope of a designer's imagination. It can be used gracefully to break up large, flat areas of stainless panels, to cause the eye to focus on one aspect of an appliance design over another, and to emphasize or minimize shape and apparent dimension. Patterns can be obtained over any surface finish, and unlimited combinations of mirror-bright and softer lusters are possible. For light weight and freedom from dents and scratches, let Allegheny Ludlum show you what patterned stainless can do for your product line.

Textures Where even greater strength, stability, and resistance to warpage and "oil canning" are required, a wide variety of heavily textured or Rigidized patterns is also available. These textured impressions, either unidirectional or multidirectional, are considerably deeper than those on patterned stainless and have a marked stiffening effect on the decorated panels, permitting economically lighter gages of Allegheny Stainless to be specified.

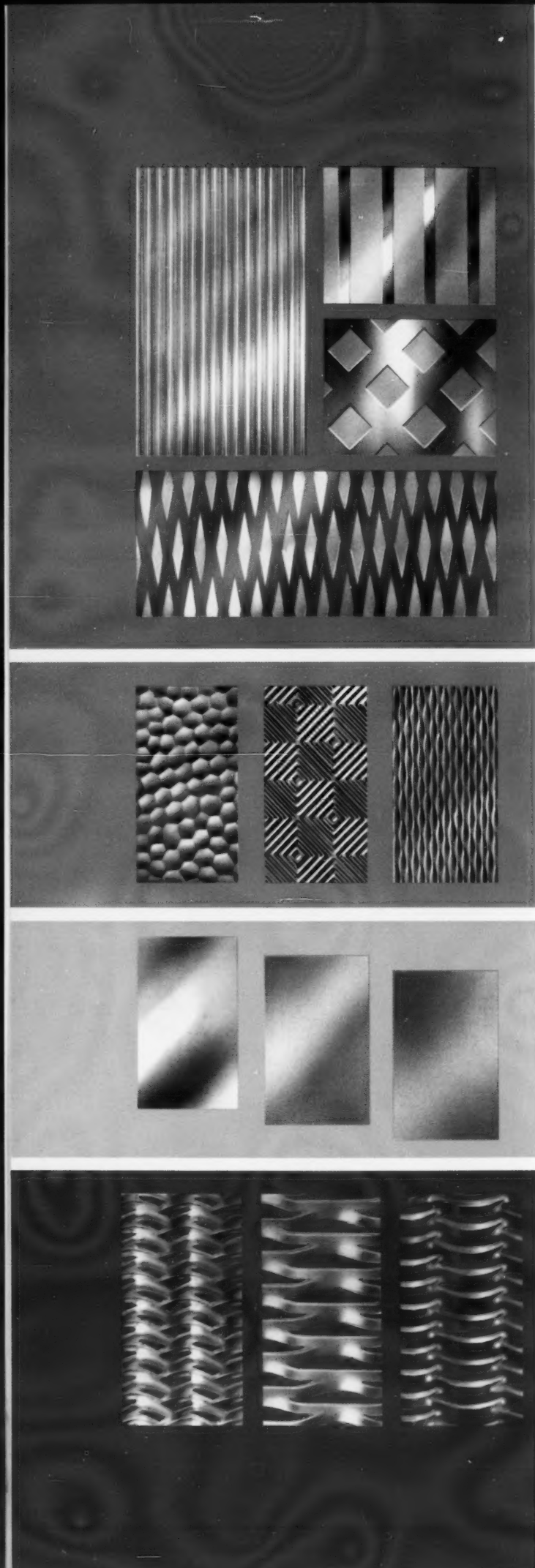
Finishes The appliance maker is limited in his choice of stainless finishes only by the degree to which fabricating and joining marks must be blended into the final appearance of the surface. Available Allegheny Ludlum finishes cover the complete range from frosty white through a brilliant mirror shine, with the softer finishes permitting more grinding, buffing, and blending to remove all trace of weld beads, scratches, and other fabricating marks.

It is a highly questionable practice, however, to habitually specify mirror finishes, and especially to attempt a glass-like polished flatness in large areas. An appearance of waviness, even on exceptionally true surfaces, inevitably results due to light reflectivity. Highly reflective finishes also tend to reflect light as a sharp line image at right angles to the lay or "grain" of the polish, and may tend to introduce distracting elements into an appliance design.

These difficulties are eliminated with the softer, brushed finishes, whose frosty white gleam can be integrated beautifully into any design treatment without regard for reflections.

Expanded Stainless Many designs are now incorporating the beauty of Allegheny Stainless in the relatively new, functional form of expanded metal. To all the useful attributes of stainless steel, expanded metal can add the ability to control admission of light, heat, liquid, semi-solid, gas, and sound to or from any enclosure. For the more practical applications, expanded Allegheny Stainless can be utilized as baskets, guards or gratings, operating in any environment and under service conditions that would ruin other materials entirely. For purely decorative uses, the gleam of stainless can be retained in the expanded grid-like pattern to add soft or sparkling accents to door fronts, vents, and other functional appliance openings.

Appliances and Allegheny Stainless



... for your design notebook

An important service which Allegheny Ludlum extends to the American metalworking industry is the maintenance of one of the country's finest research and development organizations to search out new methods, new steels, and new ideas. Many of the recent developments should be of considerable interest to the appliance industry.

TYPE 430 The phenomenon of roping is an excellent example. Some appliance fabricators were running into a furrowed, wrinkled appearance in their product after severe stretching operations. Aside from heavy mechanical polishing to remove these lines or "ropes," rejection was

the only alternative. A-L's solution was a combination of processing and alloying steps which produced uniform ductility across the strip. A-L Type 430, low roping quality, is already in use throughout the country. It's worth investigating.

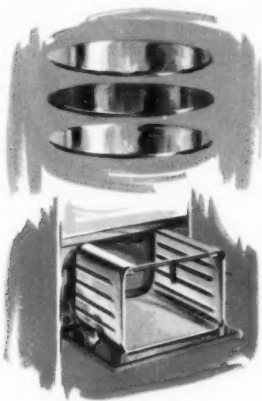
BRIGHT ANNEALING Speaking of polishing, it used to be necessary to buff up the surface of the strip because of the dulling, pickling treatment employed to remove oxide after mill annealing. Not any longer. Allegheny Ludlum's bright annealing process has been in full production since November 1, 1960, annealing stainless in

pure, dry hydrogen on a tonnage basis. No oxidation, no surface-dulling pickling needed to remove it. The bonus is a clean, bright surface ready for fabrication with little or no buffing needed. For a really pretty shine, ask your A-L man to show you a #2 Bright Annealed finish sample.

A-L 433 There's even a new steel to try on your tough corrosion problems. Tentatively called A-L 433 and patent applied for, this copper-moly modification has the greatest corrosion resistance of any straight chromium stainless steel.

Developed from Type 430, and available now at no price premium over the standard 430, A-L's new 433 is especially suited for applications where contact corrosion has been a problem.

AND, here are other developments worthy of your notice:



There is much going on with stainless steel cladding. There are flat disc cooking surfaces in the works made up of a stainless-copper sandwich with heating coils nestled inside. Its most obvious advantage is more efficient transfer of heat to pan bottom, plus better looks. Cast griddles are coming in for their share of attention, too. There's considerable interest in a thin stainless cladding to improve the appearance and the functional surface finish, and to eliminate buffing the castings.

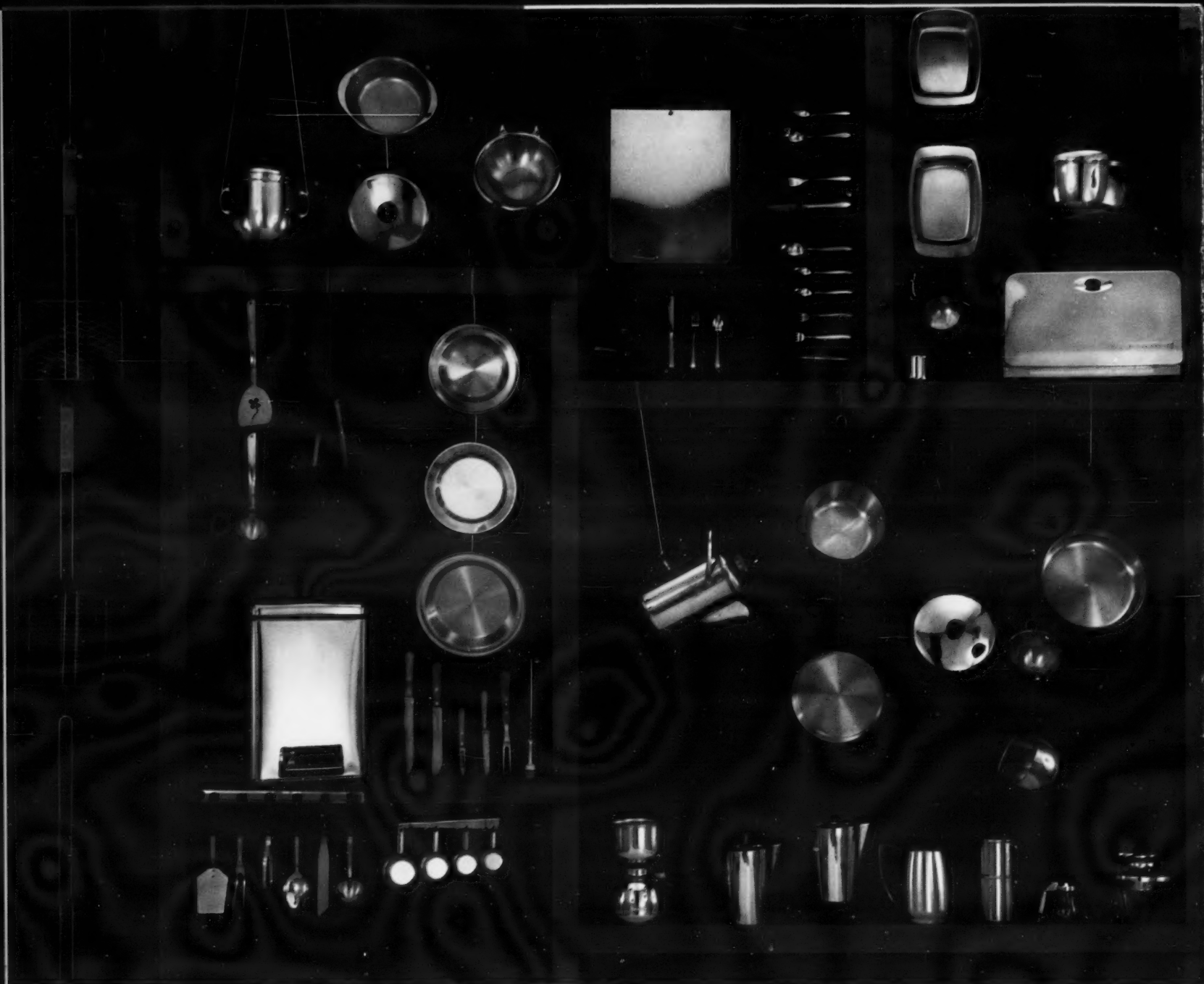
There's a coating under development that has a lot of people wondering. It's destined to make finger-marking and water spots on seldom cleaned stainless a thing of the past. Maybe, it will be used in much handled areas. But, more important perhaps, it has one other extremely interesting ability. It can retard heat tinting on stainless grades not otherwise immune to this disqualifying characteristic. This makes it ideal for oven liners, since it will produce a surface that is bright and reflective, and will stay that way through years of carefree resistance to spilled-on, baked-on foods. And, it should be valuable in preserving the gleaming good looks of functional range hoods and kitchen exhaust system components.

All these things come out of research. All are new or fairly recent developments. All come from Allegheny Ludlum, the acknowledged leader in research in the specialty steel industry.

But, there's more being done, and much more yet to be done. There's interest once again in stainless wire . . . for refrigerator and oven shelving, for freezer baskets, for springs, fasteners, and other applications. Strong enough to permit considerable reductions in bulk and weight, stainless steel wire is moving back into its rightful place in the kitchen once again.

There's work being done with new stainless applications . . . with jobs that only stainless can perform, like the developmental dishwasher with built-in garbage disposer. And all this work is being done with Allegheny Ludlum as an active, interested partner, keeping pace with the needs and desires of the appliance industry, working with the appliance maker and backing him up with the A-L team of research and service specialists, unmatched anywhere. If you could use an experienced, helping hand with your metal problem, *your* A-L development specialist is only a phone call away.

Appliances and Allegheny Stainless



Large or small . . . by the ounce or in 25 pound slices . . . stainless steel offers the same lustrous beauty and honest utility to custom kitchen builders and gadget makers alike. Sparkling, easy-to-keep-clean kitchen utensils of stainless steel will keep their display counter shine in spite of constant exposure to kitchen acids and stains. Whatever the job, however often or infrequently the utensil is scoured and cleaned, stainless steel will keep it bright and shiny, ready for the close-up scrutiny of the most fastidious housewife. Eat from it, drink from it, or boil your coffee in it . . . you can depend on it when it's Allegheny Stainless . . . practical, functional, elegantly indestructible.



ALLEGHENY LUDLUM STEEL CORPORATION

General Headquarters: Oliver Building, Pittsburgh 22, Pa.



EVERY FORM OF STAINLESS . . . EVERY HELP IN USING IT

new products



LUCERNE Introduces Portable Record Player

Lucerne transistorized portable record player features its compact hat box size. Battery-operated, this new Swiss import is suitable for out-

door as well as indoor use.

Price: \$69.95. Introduced into U.S. by Transistor Sound Laboratory, Inc., Corona, N.Y.



WESTREX Combination Radio-Tape Player

Westrex Company have imported the Westrex 111, a combination radio-tape player and Westrex KC4 tape player. Both units can be used in the home, in the car, or on the beach.

Westrex 111 is a transistor portable with AM-FM shortwave and Westrex sound tape player.

Westrex Player KC4 plays 20 min., 1 hr. and 4 hr. of continuous music. The portable combination weighs about 10 lbs. and has cartridges for 20-min. and 1-hr. playing.

The 5-pushbutton radio has a dual telescope antenna and operates either on a dry battery connection to 110v ac and has a connection for an outside speaker. **Westrex Co., Alpine, 76 Ninth Ave., New York 11.**

Maryland appliance dealer

Goes 27,000 miles—gets 21 mpg

A.G. Watkins, Inc., of Rockville, Md., is well pleased with their purchase of 2 VW Panel Trucks. Mr. John Repass, Service Manager, tells us why. "Frankly, we went to VWs to save money. All I've got to say is that other trucks have to go a long way to catch up to VW on economy. The one VW

averages 21 mpg, the other 22 mpg. This is twice as much as we get from a '57 other-make truck we're using."

Mr. Repass went on to tell about other things they like about their VWs. "We like the way they're built. They're solid. Good visibility, too. Easy to handle and park. Good in snow. We looked at other trucks—couldn't find anything better suited to our business."

WILL IT OR WON'T IT? It will. The Volkswagen Panel Truck's big, wide, double side doors (46 inches wide and 47 inches high) accommodate outsize loads like washing machines and other appliances. So does the inside cargo space of 170 cubic feet. One-man loading and unloading are no strain at all. The low load platform helps, too. Suggested retail price for the Volkswagen Panel Truck (East Coast Port of Entry) is \$1,895 (West Coast \$2,015).

© 1961 Volkswagen of America, Inc.



"installs" 2 Volkswagens

This report of satisfaction is quite typical—and may help explain why there are now over 100,000 VW Truck owners in the U.S. Volkswagen is the advanced truck idea that has been proven on the road for the past 11 years.

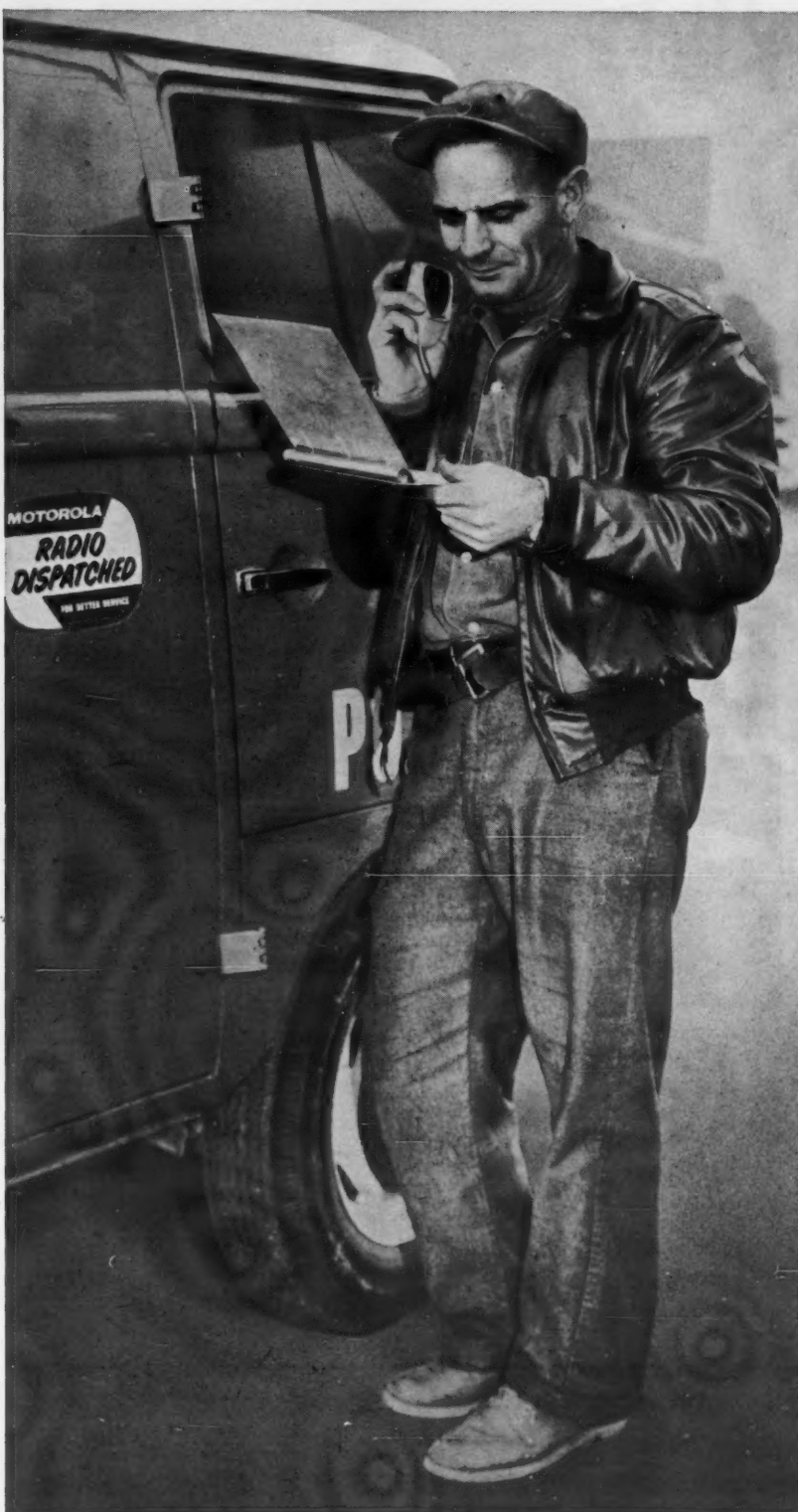
Are you ready for a VW Truck? You are if you want a truck that costs less to buy, less to operate, and less to service. To help you make the right decision, talk to your Authorized Volkswagen

Dealer soon. Ask for a demonstration. And get your free copy of the 60-page illustrated booklet—"The Owner's Viewpoint." It documents with facts and figures VW Truck performance and owner experiences in a wide variety of businesses. It shows what you can expect to get from Volkswagen, too. Why not pick up your copy today? There's no obligation, and it could mean big savings.



EFFICIENCY IS STANDARD EQUIPMENT! Tool kits, cable, work lights—all the essential gear for sales and service—are carried in the VW, always ready for immediate use. No need to take equipment out to get appliances in. Or vice versa. And the standard VW Panel Truck has a payload capacity of 1,830 pounds.

DIRECT LINE—TO MORE BUSINESS! The go-getting Watkins outfit has equipped their VWs with radio. It saves time and improves customer service. It adds up to more business. So do VWs. They're easy to maneuver in narrow streets. They're nimble in traffic, and park in spots other trucks have to pass up.



**1
STOP
2
PROFITS**



CHROMALOX MICRO-PACK REPLACEMENT KIT

Now you can carry a traveling stock of CHROMALOX surface and oven replacement units in a sturdy convenient kit! Make every service call a sales builder when additional replacement units are as near as your truck—one stop, two profits! When you install a surface unit, check the oven and broiler, too. CHROMALOX replacement units give you fast installation . . . give your customers easy cleaning and long service. Today, order a MICRO-PACK replacement kit . . . improve your profit picture!



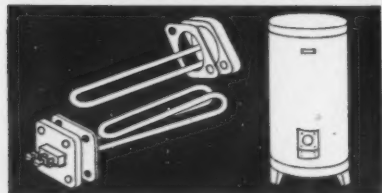
MICRO-PACK—25" x 19" x 8 1/2"

SAVE TIME—MAKE MONEY!
Fit all range openings from 6 1/4" to 10 1/4"

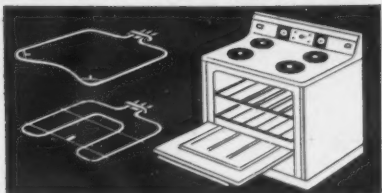
One CHROMALOX MICRO-PACK replacement kit gives you this traveling inventory:
5 models of Chromalox surface units
7 adaptor rings, 1 bake element,
1 broil element, Free Charcoal Lighter

Package Price #3P only **\$5468**
#3A only **\$5595**

Get the facts today! Call your CHROMALOX distributor...now! Ask for Catalog MO1100 PLUS PROFITS WITH OTHER CHROMALOX REPLACEMENT UNITS



WATER HEATER REPLACEMENTS
—more types that fit more water heaters than any other manufacturer



OVEN REPLACEMENT UNITS
—for all center-mounted elements of standard width ovens and broilers.



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ELECTRIC RANGE UNITS

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7525 THOMAS BLVD., PITTSBURGH 8, PA.

IN STOCK AT BETTER ELECTRICAL DISTRIBUTORS EVERYWHERE

new products

CONTINUED

BULOVA Radio and Stereo

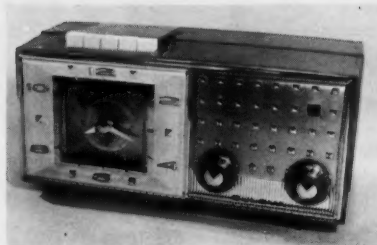
Three small radios and a portable stereophonic phono are added to Bulova's radio and stereo line.

New models are: "Guardsman," an American-made 6-transistor radio that can be slipped easily into a shirt pocket or purse. Offered in 7 color cabinations: ebony with red, silver or black inserts; ivory with black or silver; and red with black or silver. "Brigadier" automatic clock radio is available in 5 color choices.

"Troubador" clock-radio with push-button operation incorporating "tap 'n nap" alarm comes in 6 color combinations including gold or silver facades.

New, low-priced portable stereo phono-graph with 2 heavy-duty magnet wing speakers has a heavy-duty speaker for bass built into main section. For easier carrying, components snap together into a suitcase-size unit. Portable stereo phono is provided in a 2-tone (blue on white) fabric-finished carrying case.

Prices: "Guardsman" \$34.95; "Troubador" \$49.95; portable stereo phono \$99.95. Bulova Watch Co. Inc., Flushing 70, N. Y.



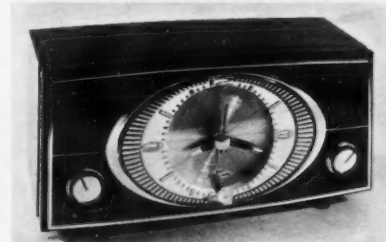
"TROUBADOR"



"GUARDSMAN"



PORTABLE STEREO PHONO



"BRIGADIER"

RHEEM Califone Tape Recorder

New monaural tape recorder Califone Comet 70-T is announced by Rheem.

Comet 70-T is housed in a handsomely styled portable carrying case with metal corners to withstand rough treatment.

Features include chrome kick-proof speaker grille, rugged foolproof 2-speed tape deck which cannot spill or break tape, 6w peak output amplifier with a frequency response of plus or minus 2 db, 50-15,000 cps.

Case of Comet 70-T may be closed with 7-in. reels in position. High impedance microphone stored in lid of the 70-T is included.

Price: \$199.50. Rheem Califone Corp., 1020 N. La Brea Ave., Hollywood 38.

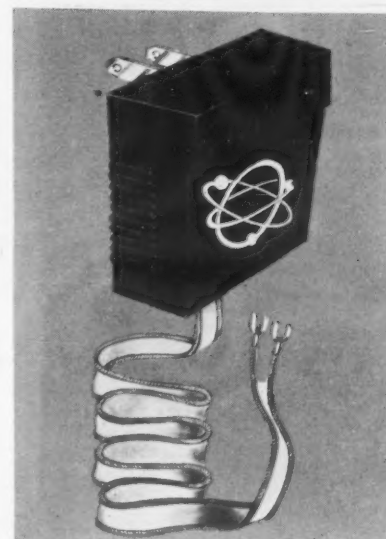


SNYDER Antenna

New plug-in indoor TV antenna, which utilizes complete wiring system of home is being introduced by Snyder.

No. UL-500 plugs into any electrical socket out of sight and attaches to rear of TV set. This Snyder "power plug TV" is effective with both black-and-white and color receivers and AM and FM. Plugs into either ac or dc outlet.

Model UL-500 is completely safe and is designed to provide excellent reception in metropolitan areas where outdoor antenna or another model indoor antenna are not necessary. Made of black molded plastic, unit looks like an electrical plug. Comes with a 9-ft. heavy-duty cable. **Price:** \$2.98. Snyder Mfg. Co., Philadelphia, Penna.

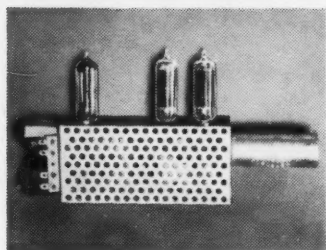


ELECTRICAL MERCHANDISING WEEK

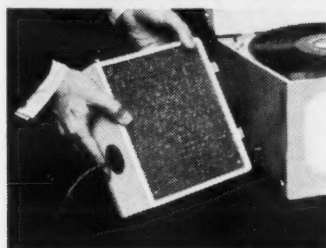


New, compact, lightweight RCA VICTOR High-Fidelity Stereo, in attractive Turquoise and White, Model 1VC15

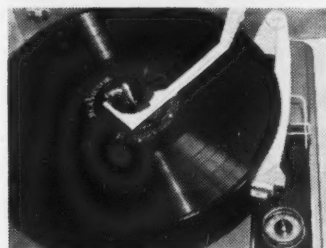
Brand-New! And swing-out detachable speakers too! RCA VICTOR 4-speed automatic High-Fidelity Stereo!



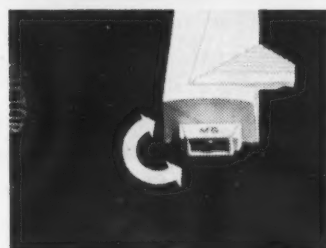
Dual Channel Amplifier. This combination of two amplifiers on a single chassis provides maximum separation between channels and greater stereo effect for dimensional realism. Engineered, produced and quality-controlled to RCA Victor's exacting standards of performance and reliability.



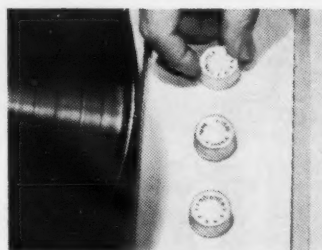
Detachable Speaker System. Two matched speakers deliver wonderfully realistic "Golden Throat" tone. Both speaker units swing out and are removable for even wider separation, even greater realism. Monophonic records sound better, too.



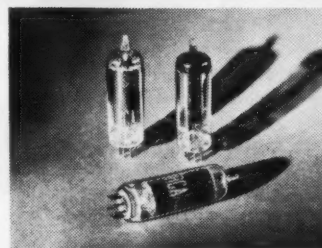
Automatic 4-Speed Stereo Record Changer. Gentle "Floating Action" mechanism, designed and manufactured by RCA Victor, protects records and styli from shock and vibration. Plays all records, monophonic or stereo. Turntable and amplifier shut off automatically after last record. 45 RPM spindle optional.



Featherweight Tone Arm and Stereo Pickup. A lightweight, carefully balanced tone arm which tracks smoothly in record grooves for optimum frequency response. Includes sensitive twin crystal "flipover" pickup with separate styli for microgroove and 78 rpm records.



Convenient Master Control Panel. Continuous tone control lets your customer emphasize base or treble as desired. *Stereo Balance* is provided by separate volume controls for each of the speaker units. And the volume level adjusts for individual speakers.



Selected High-Fidelity Components. Only fine-quality components are built into this High-Fidelity instrument. All are acoustically matched and balanced by RCA Victor's audio engineers, assuring customer satisfaction.



New! RCA Victor's High-Fidelity Portable Phonograph for only \$49.95! Combines convenience, performance and good looks in one outstanding instrument. *Automatic 4-speed High-Fidelity Record Changer*; "Floating Action" mechanism protects records and styli from shock, plays all records, 33 $\frac{1}{3}$, 45, 78, 16 $\frac{2}{3}$ RPM; *High-Efficiency Speaker System*; super-sensitive speaker delivers famous RCA Victor "Golden Throat" tone; *Convenient Master Control Panel* means greater tonal balance at all listening levels. Handsome Saddle Brown and White. Model 1VA14. 45 RPM spindle optional.

Price reference is to manufacturer's optional list price. Slightly higher West, South. Prices, specifications subject to change.

TMK (s) ®



The Most Trusted Name in Sound

RADIO CORPORATION OF AMERICA

"This is GREAT...I want every one of

1961 ROOM AIR CONDITIONERS

In this section you'll find EM.
WEEK'S special report. They'll
give you complete
1961 model
manufacture
information you
—and sell

how to sell room air conditioners

APRIL 24, 1961



We publish this special report on room air conditioning with pride. We've been working on it for over four months. Almost every major manufacturer has been contacted for assistance, dozens of dealer calls have been made and almost the entire EM Week staff has had some part in the preparation of the final product. Gordon Williams, assistant midwest editor, was in charge of the project. During the preparation stage, Williams travelled over 5,000 miles in his search for information.

SECOND PRINTING NOW AVAILABLE: 16pp How to Sell Room Air Conditioners — 50¢ each. 8pp Air Conditioner Specifications — 50¢ each. Quantity prices on request. Write Reader Service Dept., EM WEEK, 330 West 42 Street, New York 36, N. Y.

my store managers to have a copy..."

Moe Zimmerman, PRESIDENT
BRICK CHURCH APPLIANCE CO.
EAST ORANGE, NEW JERSEY

"Your April 24th issue on Air Conditioning is the best we have ever seen. If more copies are available, will you please send twelve copies to the writer as soon as possible...my congratulations to you on the most informative booklet I have ever seen published."

E. A. Groene, Sr., PRESIDENT
PENN APPLIANCE DISTRIBUTORS, INC.
HARRISBURG, PENNSYLVANIA

Gentlemen:

Congratulations on the finest piece on selling and instruction that has ever appeared in your trade journal. Naturally we are referring to your Air Conditioning insert. Tremendous...best ever. This alone worth 10 times the price of a subscription. Tells the benefit story, how to sell, etc. We sold 200 units last year in this small town...this piece ought to net us another 25 everything being equal. Wish you would have a story on each appliance like this. I know we would use these ideas to best advantage. This piece has plenty of meat to sell from.

Thanks from a dealer who this will really help.

ELLSWORTH ELECTRIC APPLIANCES, Winter Haven, Florida.

"As usual 'ELECTRICAL MERCHANDISING WEEK' comes through with valuable information for the appliance distributors. Your April 24th edition with the spec sheet section on all major manufacturers of air conditioners is really valuable information for everyone. Also the section titled 'How to Sell Room Air Conditioners' is very good information. You can tell that a lot of time and effort was put into these particular sections...Keep up the good work!"

Glenn W. Allison, ADVERTISING & SALES PROMOTION MANAGER
PHILCO DISTRIBUTORS, INC.
ST. LOUIS, MISSOURI

"Your 'How to Sell Room Air Conditioners' and the complete Specifications published with it contains a wealth of information... what a selling tool."

Erv A. Fitas, ADVERTISING MANAGER
ADMIRAL SALES CORPORATION
MILWAUKEE DIVISION

ELECTRICAL MERCHANDISING WEEK

THE ONE MAGAZINE THAT DELIVERS A PRODUCT CONDITIONED AUDIENCE

new products

CONTINUED

DIPLOMAT Tape Recorder

The Diplomat miniature tape recorder can be used for conferences, lectures, sales reports, field trips, in the home, car or office.

Completely self contained in a durable metal cabinet, the Diplomat's light-weight (3.7 lbs.) and compact size (7 $\frac{3}{8}$ x5 $\frac{3}{4}$ x2 $\frac{1}{2}$ in.) make it easily portable. It comes with built-in speaker; plays and records either at 1 $\frac{1}{8}$ or 3 $\frac{3}{4}$ speed. And it is simple to operate: just turn a single control knob to record anything you can hear. It operates 20 hrs. on 6 pen-light batteries. Has safety switch that prevents accidental erasure.

The Diplomat is said to be the only recorder that has all the accessories

included in its price: ac adapter to conserve batteries, stereo head set, foot switch, leather case, telephone pickup, level meter, remote microphone.

Price: \$149.95. *International Products Co., 1289 South La Brea Ave., Los Angeles 19.*



TACO Announces Bi-Mount Antenna

A new Bi-Mount for FM and TV antennas is announced by Taco. It is available in 2 models: Regular for short masts and Super for 10-ft. masts.

Unit can be installed on any roof—flat or pitched, on 1 side or straddling peak—and eliminates need for chimney mount. By using the mast as 1 of the legs it provides greater strength, rigidity and ease of installation. No guy wires are required in this type installation.

Bi-Mounts are available in 2 packages: 1 as a single unit which includes screws and other hardware items; the other a kit which also contains a 50-ft. length of lead-in wire. *Technical Appliance Corp., Sherburne, N. Y.*



Develop customers, move merchandise with KODAK 1961 PREMIUMS



NEW

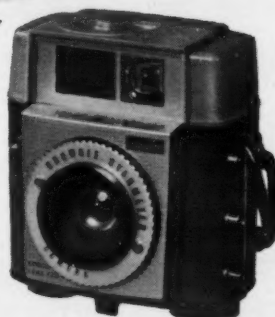
HAWKEYE FLASHFUN CAMERA

This great new Kodak camera with built-in flash holder was especially designed for volume premium business. New features! Superb styling! Takes all three . . . color snaps, color slides, brilliant black-and-whites. Approximate premium value: Camera, \$6.95 . . . Hawkeye Flashfun Outfit, \$9.



CUSTOMER PREMIUM!

Brownie Starmeter Camera for new customer development. Built-in meter shows proper settings. Boxed outfit includes camera, film, flash holder, batteries and bulbs. Camera, \$21.95 . . . outfit, \$27.50.



NEW KEY SALES MAKER!

Kodak Automatic 8 Movie Camera. Built-in electric eye sets lens opening automatically, for sparkling color movies. Lowest price—ever—for a Kodak movie camera with full electric-eye control! \$49.95.



SALES INCENTIVE!

Brownie 8 Movie Camera, f/2.7, for clear, sharp movies. Just set the exposure dial, aim, and shoot. One of the most wanted cameras in America! Camera, \$26.95 . . . kit, \$34.75.



MOST WANTED! because they are the most advertised!

Here are some of Kodak's most advertised cameras . . . welcomed as self-liquidators, direct-selling premiums and traffic builders. Also use Kodak cameras and outfits as contest awards, customer remembrances, business gifts. They're America's most wanted premiums. Prices run from \$4.25 to several hundred dollars.

SEND FOR FREE CATALOG. Get the complete story, mail the coupon today.

Prices shown are list, subject to change without notice, and are suggested prices only.



TRAFFIC BUILDER!

Midget Brownie Starmite Camera is compact, efficient, has built-in flash holder. Dependable traffic builder and order booster. For black-and-white and color snaps or color slides. Camera, \$11.50 . . . outfit (camera, film, batteries, bulbs), \$12.95.



AUDAX "Sonoteer" New Speaker Design

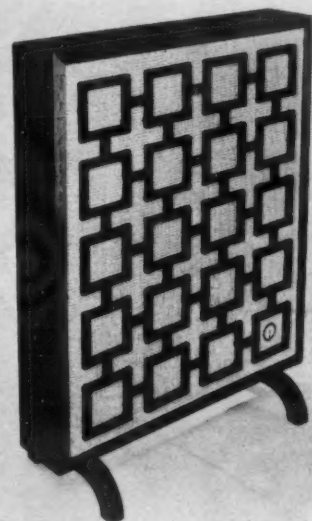
With the thin "Sonoteer" (CA-70), Audax introduces a new concept in speaker design.

Measuring 4 in. thick by 21x25 in., it employs 5 speakers within its slim frame and projects sound in all directions.

This omni-directional sound quality is effective in stereo systems since it enhances stereo perception of the sound over a wider listening area.

Adaptable to any surrounding, the speaker may be placed on floor, in a corner, against, away, or hung from wall. Its frame is oil-rubbed walnut with filigree pattern of matching wood over a beige speaker cloth. Speaker weighs 18 lbs.

Price: \$79.95. *Rek-O-Kut Co., Inc., Corona, N.Y.*



IONA Massager

This massager is contour-formed for comfortable massaging of arms, legs, back, neck, feet or thigh. You can sit, stand, lean or lie on it. Its selector control affords complete comfort range.

Price: \$19.95. *Iona Mfg. Co., Regent St., Manchester, Conn.*



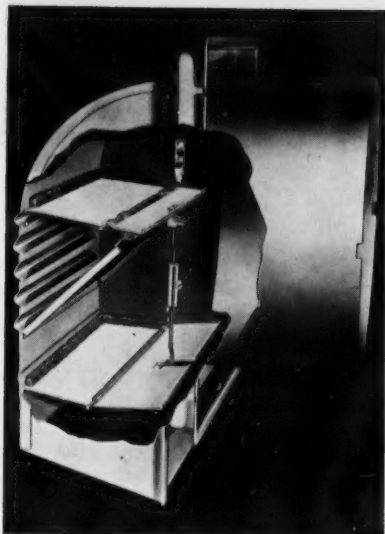
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

EASTMAN KODAK COMPANY, Premium Sales Office, Rochester 4, N. Y.
Gentlemen: Please send me more details on promotion opportunities with Kodak premiums.

Name _____ Position _____
Company _____ Street _____
City _____ Zone _____ State _____

Kodak
TRADE MARK

255-5



VENTROLA Kitchen Ventilating Fan

No. 1200 kitchen ventilating fan delivers cooler, faster and quieter ventilation, the manufacturer claims. **Ventrola 1200** is equipped with a quieter, more powerful motor especially at slower speeds. The new fan blade moves more air at the lowest noise level.

The "Fre-flo Weatherlok wall hood" has dual shutters and dual exhaust openings to reduce static pressure and increase amount of air exhausted.

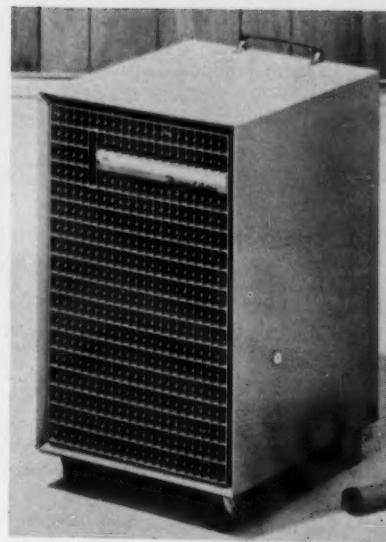
This triple combination creates a powerful air stream which quickly whisks away heat, cooking odors and foul air.

Also available in pull chain as model 1201. **Ventrola Mfg. Co., 501 S. Chestnut St., Owasso, Wis.**

TRAVELAIRE Dehumidifier

Two dehumidifiers have been added to the Travelaire line. They feature low-cost operation, consume less than a 40w bulb with no moving parts except fan—no noise, no compressor, no refrigerating system. They use calcium chloride to absorb up to 8 times their weight in moisture. They dry, filter, remove odors. **Line consists of No. 201 "Deluxe" and No. 251 "Custom-Deluxe"** with adjustable automatic humidity control and E-Z roll wheels. Both have a 12-qt. water capacity and are recommended to protect areas up to 10,000 cu. ft. A 25-lb. bag of calcium chloride is included.

Prices: No. 201, \$39.95; No. 251, \$49.95. **Metalaire Products Div., McGraw-Edison Co., 560 S. 15 St., Box 1712, Phoenix, Ariz.**



PIONEER Garbage Disposer

New Pioneer No. D-57 garbage disposer now incorporates a larger $\frac{1}{3}$ -hp motor.

Hard-chrome steel cutters make it possible for disposer's high-speed 2-way cutting action to pulverize all food wastes.

Items such as bones, pits, cores and rinds, and stringy vegetables are shredded so finely that they are easily flushed through waste line to sewer, cesspool or septic tank. It is extremely quiet in operation. This new unit is also suitable as a replacement model since it fits any modern sink, and requires no alteration in existing plumbing. Carries a 1-year warranty. **Pioneer Mfg. Co., 3131 San Fernando Rd., Los Angeles 65.**

briefs

Rab announces King garden light. Translucent, unbreakable fiberglas transmits warm, pleasant glow in all directions and covers lawn, trees, flowers, house, walks, steps, with no harsh glare spots or ghostly shadows. **Rab Electric Mfg. Co., New York 54.**

Rayescent Safety Step light by Westinghouse is 2 dimensional in shape, permitting it to be mounted on existing stairways with little or no carpentry or alterations. Measuring 4x8x $\frac{1}{2}$ in. it can be mounted nearly flush on existing stair risers. Wiring is concealed behind stairway so as not to detract from appearance of stairs. Comes in 2 colors, caution yellow and safety green, with metal frame and lead-in wires for quick, easy installation. Operates on 120v or 240v ac. **Westinghouse Electric Corp., Bloomfield, N. J.**

WE'RE CELEBRATING OUR
FIRST ANNIVERSARY With FRIGIDAIRE!!!

... AND OUR HAPPIEST YEAR! **WHY?** MORE Sales Last Year
DURING OUR 29 YEARS BETTER Satisfied Customers
IN BUSINESS LESS Service Problems

YOU TOO, CAN BE HAPPIER WITH... FRIGIDAIRE

AND GET THE MOST FOR YOUR MONEY FOR
ONLY PENNIES A DAY!

SEE THESE HAPPY ANNIVERSARY FRIGIDAIRE BUYS!!!

WALLACE JOHNSTON—29 YEARS
Wallace Johnston Co.
Sales Personnel Has Over
166 Years of Combined Experience

C. N. ANDERSON
29 Years

W. B. VEAL
28 Years

HARRIS BOYD
22 Years

FRED HYATT
22 Years

JOHN R. TINDALL
22 Years

CHESTER PERRY
14 Years

MEET OUR HAPPY SERVICE MGR., JOHNNY JOHNSON
Along with Johnny to give quick, courteous service is Sidney Gammann, our service dispatcher, and Mollie Huffman, his office secretary; our service technicians, Paul Wagner, Leonard Woodall, Frank Porpora, and William Neal were all trained at General Motors Training Center, 4771 Summer, to give you more efficient and satisfactory work on your Frigidaire appliances.

Meet Our Happy Small Appliance and Repair Department Manager FRANK HOLLAND
We buy 33 loaves of bread at a time in order to test your toaster for the proper results. We carry 40 different iron handles for your iron, and every part known or needed for your mixer or vacuum cleaner.

THIRTEEN-FOOT REFRIGERATOR
Best Value in Memphis!—Big across-the-room New Look—Big across-the-room chest stores 70 pounds. Two slide-out 15-pound drawers hold 14 loaves of bread, meat compartment, 25% pounds of fresh meat. Choice of left or right hand door.

35 PENNIES A DAY

40-INCH MODEL RANGE
Frigidaire Pull 'n' Clean Oven... only Frigidaire brings you an oven that slides out for cleaning, no heavy door to lift off! Broiling is a snap—your first steak will prove it. Built-in Electric Clock and Time Signal.

40 PENNIES A DAY

388-POUND FREEZER
Thriftiest of all! Compact way to get "Scoutmaster" floor space! Four huge full width shelves. Four full width shelves. All new, 80" wide and 80" high. White acid-resistant porcelain. Enamelled storage compartment.

30 PENNIES A DAY

AUTOMATIC Soak-Cycle WASHER
Timed still-water soak and spin cycle. Best for baby's diapers, heavily soiled clothes; exclusive commercial washing action. Three-king Pump agitator, automatically distributes detergent or dyes.

29 PENNIES A DAY

LET FRANK FIX IT!

MEMPHIS' APPLIANCE NEEDS FOR OVER 29 YEARS

APPLIANCES SOLD FOR REPAIR CHARGES

Wallace Johnston, president of Wallace Johnston Appliances, Inc., of Memphis, Tenn. summed up his feelings about Frigidaire in an ad (reproduced here) which ran recently in a Memphis paper.

"Our happiest year in 29 years of business!"

This kind of enthusiasm from a newly franchised Frigidaire dealer naturally gladdens our hearts. By the same token, it makes us more acutely aware of our responsibility to provide dealers with products which create more sales, more satisfied customers, and fewer service problems.

REFRIGERATORS • ELECTRIC RANGES • FOOD FREEZERS
AUTOMATIC DRYERS • AUTOMATIC WASHERS • ROOM AIR
CONDITIONERS • ELECTRIC WATER HEATERS • ICE CUBE
MAKERS • DISPOSERS • DISHWASHERS • BUILT-IN RANGES



FRIGIDAIRE
DIVISION OF GENERAL MOTORS



New Frost-Guard Model from General Electric

NEW! 2-Door Frost-Guard Refrigerator-Freezer. Model TB 403, a 12.9 cu. ft. Frost-Guard model, with 2.8 cu. ft. top-mounted freezer that never needs defrosting. This magnificent refrigerator is popularly priced. And only G-E Frost-Guard gives you all these:
Speed . . . takes about 5 minutes to banish frost completely.
Reliability . . . extra defrost capacity. This Frost-Guard System does the job in any temperature or in humid weather . . . and far exceeds any conceivable frost load.
Economy . . . twice as efficient as electric heaters—requires only half the power to defrost completely.

New "Wife Saver" Frost-Guard Promotion

Big, timely event—the idea: rescue women from messy defrosting, forever. The promotion features General Electric's whole Frost-Guard line—spearheaded by the brand new top-mounted freezer model.

Complete promotion package: exciting newspaper ads • publicity • promotion pieces • radio spots • television commercials • display • premiums • merchandising ideas.

Backed by national TV. The "Wife Saver" promotion will be featured coast to coast on the General Electric Theater June 11 and June 25—reaching over 10,500,000 homes each time.

Ask your General Electric Distributor representative for complete details and promotion package.

Household Refrigerator Dept., Louisville 1, Ky.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

PEOPLE IN THE NEWS



Augenstein
of Am.-Standard



Byrne
of Westinghouse



Litton
of Hoover

Hoover Co.—Frank Litton was promoted to general sales manager and Fred L. Tabacchi was named to succeed Litton as field sales manager. Tabacchi had been division sales manager in Cleveland.

Westinghouse—W. M. Byrne was appointed national sales manager of the portable appliance division, replacing R. C. Ellsworth, who resigned. Byrne had been eastern regional sales manager of the division.

Casco—Wilfred Richter, formerly district manager for the Hotpoint division of G-E, was named regional sales manager for Michigan and northern Ohio for the Lady Casco division of Casco Products Corp.

Landers, Frary & Clark—Sol Levine was named executive vice president. He had been vice president in charge of operations.

RCA—Bryce S. Durant was elected a vice president of the RCA Sales Corp., in charge of product planning and development. He previously was manager of product planning and development.

Bryant Electric Co.—John R. Commons was named sales representative for the Houston territory. He had been power consultant for Houston Lighting & Power Co.

McCann-Erickson—M. Carl Johnson was named managing director of Mc-

Cann-Erickson-Hakuhodo, Inc. of Tokyo, a joint venture of Hakuhodo advertising agency and the New York agency. Johnson had been a major appliance buyer for Montgomery Ward before entering the advertising business.

Special Products—George T. Wood was named general sales manager of the Special Products Co. of Tennessee, Inc. He is in charge of all sales and marketing activities of DeLights residential lighting fixtures and Royal fireplace furnishings.

Gonset—Berne N. Fisher was named president of Gonset division of the Young Spring and Wire Corp., Burbank, Calif., manufacturer of amateur radio equipment and mobile radios. He formerly was vice president of Telecomputing, Inc.

American-Standard—Paul M. Augenstein was elected an executive vice president to direct the activities of the company's home equipment and industrial products divisions. Augenstein had formerly been president of the Airtemp division of the Chrysler Corp.

Gibson—George Hendrickson was named to the newly created position of manager of range sales for the Gibson Refrigerator Sales Corp. He previously held the position of appliance manager for Mitchell-Powers Hardware Co.

Chrysler Airtemp—William P. Balthrop was appointed president of the division of the Chrysler Corp. He had been president of Chrysler's Amplex division. He succeeds Paul M. Augenstein who resigned.

ARMATURE REWINDING



Vacuum Cleaners • Drills
Mixers • Blowers • Saws
Sanders • Etc.



Parts and paper bags for
all makes vacuum cleaners



BRUSHES REBRISTLED



WORK GUARANTEED
30 years service to the trade



Write for FREE catalog



The Harold E. Saper Co.
4611 N. CLARK ST.
CHICAGO 40, ILLINOIS

MOVE UP FRONT WITH

Craig



Craig's TR-403 2-speed transistor tape recorder. A real profit producer. Fully equipped. Top quality. Suggested list—\$139.95.

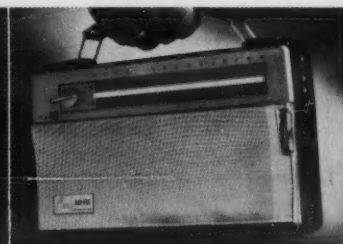
CRAIG PANORAMA ANNOUNCES A

NEW PROFIT LINE

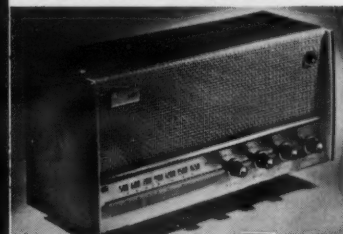
Gold Medal Quality marks this top performing sales line. Backed by an aggressive merchandising program of dealer and distributor promotions, Craig's line of pocket radios, portables, table models and transistor tape recorders are designed to sell—build profits for you. Craig Panorama is a sales-minded organization with a personal approach to your problems. Your first inquiry will prove it to you.

Gold Medal Products from

CRAIG PANORAMA, INC.
5290 W. WASHINGTON BLVD., LOS ANGELES 16, CALIFORNIA
Subsidiary of Craig Corporation, Inc.



Craig's Companion AM-FM portable radio. Designed to meet a trend and build traffic for you. Suggested list—\$79.95.



Craig's 500 table model AM-FM radio. Distinctive walnut cabinet. Superb tone with "Magic Eye" tuning. Suggested list—\$89.95.



Craig's 390 table model AM-FM radio. Striking dark blue and white plastic. Two 5" speakers give top quality. Suggested list—\$59.95.



Craig's 60 6-transistor miniature radio. Colorful, smartly styled, designed for today's moderns. Fully equipped. Suggested list—\$24.95.



Craig's T-22U or T-22M 2-band portable radio. Either way, AM plus Marine or AM plus Short Wave, this will please the sports-minded. Suggested list—\$59.95.



**MORE DEALERS BUY AND READ
ELECTRICAL MERCHANDISING WEEK
THAN ANY OTHER
APPLIANCE PUBLICATION**

EVERY MONDAY THE PROS READ

**ELECTRICAL
MERCHANDISING WEEK**



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Be sure to notify us at once, so future copies of **ELECTRICAL MERCHANDISING WEEK** will be delivered promptly.

Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

Both the Post Office and we will thank you for your thoughtfulness. Mail the information below to: Subscription Dept., **ELECTRICAL MERCHANDISING WEEK**, 330 W. 42nd St., New York 36, N. Y.

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City

Zone State

Company Title

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Name

Address

City

Zone State

ELECTRICAL MERCHANDISING WEEK
330 W. 42nd St., N.Y. 36, N.Y.

A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1961 (Units)	1960 (Units)	% Change
AIR CONDITIONERS, Room.....	Mar.	224,100	210,900	+ 6.26
	3 Mos.	528,600	*441,500	+19.73
DISHWASHERS	Mar.	61,900	54,700	+13.16
	3 Mos.	141,600	137,200	+ 3.21
DRYERS, Clothes, Electric.....	Mar.	56,475	60,946	- 7.34
	3 Mos.	175,534	205,021	-14.38
Gas.....	Mar.	25,618	29,259	-12.44
	3 Mos.	91,057	105,154	-13.41
FOOD WASTE DISPOSERS	Mar.	72,700	74,400	- 2.28
	3 Mos.	179,000	187,700	- 4.64
FREEZERS	Mar.	80,400	108,100	-25.62
	3 Mos.	206,900	253,400	-18.35
RADIO PRODUCTION	Week Apr. 28	187,145	203,270	- 7.93
(excludes auto)	17 Weeks	3,250,488	3,432,972	- 5.32
RADIO RETAIL SALES	Mar.	853,821	664,441	+28.50
	3 Mos.	2,100,729	2,079,308	+ 1.03
TELEVISION PRODUCTION	Week Apr. 28	103,418	109,105	- 5.21
	17 Weeks	1,720,166	2,001,998	-14.08
TELEVISION RETAIL SALES	Mar.	530,105	501,829	+ 5.63
	3 Mos.	1,382,178	1,600,369	-13.63
REFRIGERATORS	Mar.	300,000	345,000	-13.04
	3 Mos.	764,700	925,600	-17.38
RANGES, Electric, Standard.....	Mar.	81,400	87,500	- 6.97
	3 Mos.	227,400	242,800	- 6.34
Built-in.....	Mar.	66,800	70,200	- 4.84
	3 Mos.	158,300	175,400	- 9.75
RANGES, Gas, Standard.....	Mar.	121,200	144,400	-16.07
	3 Mos.	318,500	391,300	-18.60
Built-in.....	Mar.	28,000	30,400	- 7.89
	3 Mos.	70,000	76,200	- 8.14
VACUUM CLEANERS	Mar.	349,972	339,918	+ 2.96
	3 Mos.	850,417	892,731	- 4.74
WASHERS, Automatic & Semi-Auto	Mar.	239,777	242,510	- 1.13
	3 Mos.	608,849	667,916	- 8.84
Wringer & Spinner.....	Mar.	65,813	63,125	+ 4.26
	3 Mos.	153,222	175,924	-12.90
WATER HEATERS,	Mar.	71,800	80,300	-10.59
Electric (Storage)	3 Mos.	184,600	197,200	- 6.39

*Includes January and February 1961 Revisions

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

YEATS SAVE UP TO 1/2 HOUR
moving each
appliance

YEATS
Model No. 7
Height 59"
Weight 36 lbs.

APPLIANCE DOLLIES

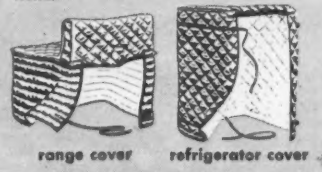
save time . . . save back-breaking work

Made of tough, featherlight aluminum alloy . . . heavily padded with felt in front to protect the most delicate finishes. *Curved cross members cradle curved appliances as well as square shapes. *Close mounted wheels pivot on-a-dime on stair landings and other close quarters. This, plus all the other time saving YEATS features, save up to a dollar's labor handling each appliance . . . more than pay for the dolly in a month's deliveries. Before you "manhandle" another appliance, see your YEATS dealer or write direct!

moving ranges
refrigerators, washers,
hot water tanks, etc.,

"Everlast" COVER AND PADS

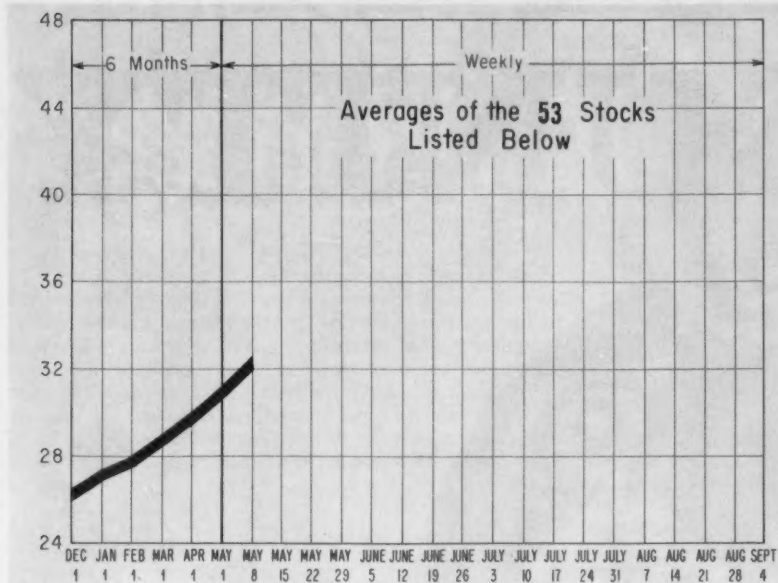
YEATS semi-fitted covers are made of tough water repellent fabric with adjustable web straps and soft, scratchless flannel liners. All shapes and sizes - Write.



YEATS APPLIANCE DOLLY
SALES COMPANY
2127 N. 12TH STREET MILWAUKEE, WISCONSIN

TAKING STOCK

A quick look at the way in which the stocks of 53 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends In Dollars	1961 High	Low	Close May 1	Close May 8	Net Change
NEW YORK EXCHANGE					
Admiral	15 1/8	10 5/8	12 5/8	13 3/8	+ 3/4
American Motors 1.20	21 1/4	16 1/2	18 5/8	18 3/8	- 1/4
Arvin Ind. 1	28 1/8	20	25 3/8	27 3/4	+ 2 3/8
Borg Warner 2	43 3/8	35	39	38 3/4	- 1/4
Carrier 1.60	43 5/8	32 1/8	41 1/4	44 5/8	+ 3 3/8
CBS 1.40B	42 3/8	35 3/8	40 5/8	39 3/4	- 1/8
Chrysler 1A	48	37 3/8	42 3/4	43 1/2	+ 3/4
Decca Records 1.20	47 1/2	32 3/8	44 1/2	45 5/8	+ 1 1/8
Emerson Electric 1BXD	85	50	82 3/4	81 1/4	- 1 1/2
Emerson Radio .37T	16 1/4	11 1/8	14 3/8	15	+ 5/8
Fedders 1B	24	17 1/8	21 3/8	22 1/4	+ 3/8
General Dy. 1	45 1/2	36 3/8	37 3/8	38 1/4	+ 5/8
General Elec. 2	74	60 1/2	60 3/4	65 3/8	+ 4 5/8
General Motors 2	47 3/4	40 5/8	45 1/2	46	+ 1/2
General Tel & El .76	32 1/2	26 1/2	28 1/2	28 1/4	- 1/4
Hoffman Elec.	26	16 1/4	23 1/4	25 1/4	+ 2
Hupp Corp. .25F	11 3/8	8	10 3/8	10 1/8	- 1/4
Magnavox 1	95 3/8	46	84 1/2	94 1/4	+ 9 3/4
Maytag 2A	49	36 1/2	47 3/4	48 3/8	+ 5/8
McGraw-Edison 1.40	40 5/8	30 3/4	36	35 3/4	- 1/4
Minn. M&M .60	87	70 1/8	83	81 5/8	- 1 3/8
Montgomery Ward 1	34 3/4	28	29 1/2	31 1/2	+ 2
Monarch .04	18 1/2	13 3/8	17 1/2	19	+ 1 1/2
Motor Wheel 1	20 1/2	11 3/4	15 3/4	15 7/8	+ 1/8
Motorola 1	98 3/4	75 1/8	88 3/8	97 3/4	+ 9 3/8
Murray Corp.	30 5/8	26 3/8	28 3/4	28 1/2	- 1/4
Norris-Thermador	24 7/8	18	26	26 3/8	+ 3/8
Philco	24 1/4	17 3/8	21 1/8	21 5/8	+ 1/2
RCA 1B	64	49 1/2	57 3/8	64	+ 6 5/8
Raytheon 2.37T	42 7/8	35 1/4	37 1/4	36 3/4	- 1/2
Rheem	19 5/8	13 1/2	19	22 1/2	+ 3 1/2
Ronson .60	23	12 1/8	18	23	+ 5
Roper GD	24 3/4	16 3/8	23	24 3/8	+ 1 5/8
Schick	14 1/8	8 1/4	10 5/8	11 1/8	+ 1/2
Siegler Corp. .40B	34	27	30 3/8	30 5/8	-
Smith A. O. 1.60A	37 7/8	31 3/4	34	34 5/8	+ 5/8
Sunbeam 1.40A	54 1/2	45 3/8	46	45 3/4	- 1/4
Welbilt .10E	6 1/2	4 1/8	6 1/8	5 7/8	- 1/4
Westinghouse 1.20	50	40 1/8	40 1/2	44	+ 3 1/2
Whirlpool 1.40	34 1/4	27 1/4	31 1/4	32 5/8	+ 1 3/8
Zenith 1.60A	144 3/4	97 1/4	132	141	+ 9
AMERICAN EXCHANGE					
Century Electric	10 3/4	5 7/8	8 7/8	9	+ 1/8
Ironrite .25T	8 1/4	5 1/2	6 3/8	7 3/8	+ 1
Lynch Corp. 87T	12 3/4	8 1/4	11 3/8	12 1/2	+ 7/8
Muntz TV	6 1/2	4	6	5 1/4	- 3/4
National Presto .60	31	12 1/4	26 1/4	27 5/8	+ 1 3/8
Nat. Un. Elec. (Eureka)	3 3/8	1 7/8	3	3 1/8	+ 1/8
Pentron	5 3/8	2 3/8	4 3/8	5 1/2	+ 1 1/8
Proctor-Silex	8 1/8	5 1/8	7 1/8	7	- 1/8
Republic Trans.	9 1/2	4 1/2	7	6 1/2	- 1/2
Travler Radio	7 1/2	4 5/8	7 1/8	6 7/8	- 1/4
MIDWEST EXCHANGE					
Knapp-Monarch	—	—	7 3/4	7 3/4	—
Webcor	—	—	10 1/4	10 1/4	—

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

ANALYSIS: With Magnavox, Motorola and Zenith leading the way—each was up nine points or more—the EM WEEK stock average jumped 1 3/8 points over last week. As the international situation tailed off somewhat, the emphasis last week was on the domestic business scene. Business here was generally good. Steel and auto output were up and with

the U.S. spaceman completing his successful flight, the overall picture appeared bright. Although no pattern of rise or decline has established itself, the market, now termed bullish, is making a steady though undramatic climb out of the 1960-1961 recession. Trading was up last week and the EM WEEK chart reflected nine new highs.

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EXCLUSIVELY THESE TWO FEATURES

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TIGHTENER WITH AUTOMATIC
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This new ratchet quickly and easily tightens strap around load. When loosened, spring action automatically rewinds the strap in a neat coil, out of the way and instantly ready for its next use. A real time saver! EXCLUSIVE ON THE ESCORT!

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Tiny enough to hold in the hand, yet a dependable, accurate alarm—two features bound to turn practical minded customers into buyers. They will also be sold on its attractive styling and its crisp see-for-sure dial. Petite Alarm, B001, pink or white, \$4.98*. B001L, luminous dial, \$5.98*

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*Sunbeam

*Recommended Retail Price

For more information on the new line of field tested clocks, write Sunbeam, Dept. 27

SYMBOL OF OPPORTUNITY



Here's what "Project Prosperity" can mean to you:

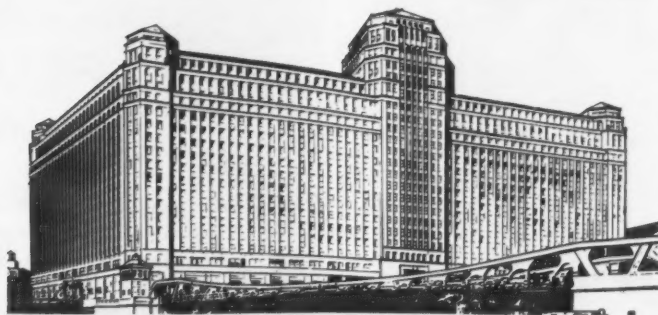
1. The greatest sales *opportunity* in the history of our country is here, right now. Why? Because Gross National Product, Gross National Income, Personal Income, and Personal Savings are all at record highs. Now is the time to make your move. *Your* customers are *able* to buy—are *you* ready to sell?

2. It's your *opportunity* to join the team when the great home furnishings industry leads the way to increased sales and profits.

3. Outstanding industry leaders will be at the June market. What an *opportunity* to have them help you plan your own "Project Prosperity."

Now is the time to *accent the positive* with a forceful, aggressive sales plan. The *right* goods at the *right* price are here at The Merchandise Mart. This is the *right* time and the *right* place to fill your wagon and join "Project Prosperity."

Don't miss "Project Prosperity"
at The Merchandise Mart in Chicago, June 18-24



THE MERCHANDISE MART

NEW YORK WORLD TRADE FAIR

What Was New In Imports At The Coliseum

The meager turn-out of foreign appliance-TV exhibitors at the fair doesn't mean that foreign competitors aren't working on new ideas and some old ones for capturing a larger share of the world appliance and housewares market. Many countries are developing their own domestic markets first, avoiding the price competition in the U.S. But others, such as Japan, will continue to shoot for a share of the U.S. market with specialty items. What you see on this page are some of the ideas—and lines—which came from abroad for the fair.



Compact hand vacuum cleaner came from Italy's Commercambi, looking at the U.S. market. Also: TV, radio, phonos.



New sheet recorder by Japan's Toshiba records on one side of a plastic-paper "sandwich" sheet. One advantage: The sheet can be folded and mailed.



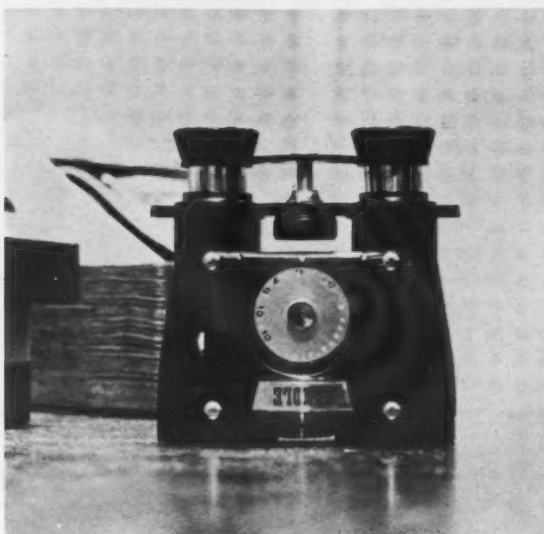
Well-designed and finished Polish radios had AM-FM and short wave. Sets were mostly in middle price

ranges. Another item shown and possible for export: Tape recorders.



Sleek French refrigeration line by Frimatic had prices competitive with U.S. products. The company also

had a large assortment of compacts ready for the growing small box market.



Dual-purpose binoculars, brought from Japan by Tessler Industries, Inc., have transistor radio on top for spectators who want to be two places at once.



"Family" stereo from Toshiba had swing-down player, AM-short wave radio and slim build. Reason for name: "It's cheap enough for everyone."

Hello, strangers

Seldom will your serviceman ever need to lay wrench or widget to the Maytag Washers you sell. Maytags will run their hearts out wash after wash, year in and year out. That is their age-old country-wide reputation.



In washing machines, Maytag stands alone in its reputation for dependability. Why?

Maybe it's because of our conventional wringer washers with their 30- and 40-year records of almost unbelievable performance.

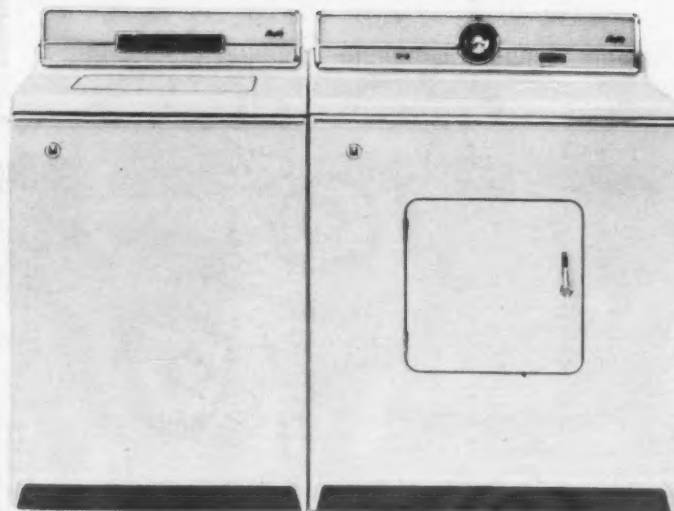
But the new Maytag Automatic Washers are continuing in the same old tradition (one recent test showed that a Maytag Highlander worked for 10,145 hours, equal to 50 years' normal home use. During this period the Maytag required service just 6 times at an average yearly cost of only \$2.00). What's the secret?

Could it be because Maytag doesn't change models every year? This gives us time to work the bugs out of our new features before the machine ever gets to your customer's home.

But during the three years our Model 142 has been out, Maytag designers have made 18 major improvements.

What then, is the reason for Maytag dependability? Maybe it's because Maytag believes quality is good business and refuses to settle for anything less!

The Maytag Company, Newton, Iowa



MAYTAG *the dependable automatics*

ELECTRICAL MERCHANDISING WEEK

